

CHIHYING (BRIAN) CHEN

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SUMMARY

Product manager and founder with experience building AI-native SaaS products from concept to launch and driving early traction. Skilled in turning ambiguity into execution, combining technical fluency (SQL, Python) with business expertise in GTM and finance. Metrics-driven, collaborative, and founder-minded, ready to accelerate growth.

EXPERIENCE

Founder, DishSpy, San Diego, CA 07/2025 - Present

- Built and launched an AI-powered menu discovery app; scaled closed beta to 20+ testers with 70% weekly retention
- Developed MVP using AI-native development methods, delivering search cost < \$0.04/query and rapid iteration cycles
- Integrated Google Maps, Yelp, and Tripadvisor APIs, powering real-time location-based recommendations

Co-Founder & Product Lead, TeeUp, San Diego, CA 08/2024 - Present

- Co-founded and shipped two-sided platform connecting golfers and coaches via short video and local discovery feature
- Led product design and prototyping in Figma and React, delivering full onboarding-to-booking flow under 6 weeks
- Conducted 20+ user interviews to validate coach-matching logic and scoped initial GTM strategy and pricing model

Growth & Product Associate, CheckIt Analytics, San Diego, CA 03/2025 - Present

- Launched early-user acquisition campaigns, boosting demo signups by 65% and shaping initial product-market fit
- Managed social media channels and produced AI-powered investment short videos, growing investor awareness
- Conducted competitor analysis and user research to refine value proposition and pricing model

Product Management Intern, WORCA, Los Angeles, CA 09/2024 - 06/2025

- Conducted user interviews and flow analysis to identify pain points and define product roadmap for new invoicing tool
- Improved matching efficiency by 35% by integrating multi-source talent data into omni-database with AI skill-tagging
- Built LinkedIn parser to enrich company data with 500+ corporate profiles, streamlining recruiter workflows

Senior Business Analyst, Eslite Corporation, Taipei, Taiwan 10/2021 - 06/2023

- Built ETL pipelines and deployed personalized recommendation engine, increasing monthly active users by 40%
- Automated e-commerce pricing workflow, reducing operational turnaround time by 90%
- Executed customer segmentation and CLV modeling, generating \$53M in incremental revenue
- Designed KPI forecasting models and dashboards to guide strategic planning and executive decision-making

Marketing Analyst, eLAND Information Co., Ltd., Taipei, Taiwan 06/2019 - 05/2021

- Delivered digital strategy and social media monitoring solutions for enterprise clients, exceeding KPIs by 25%
- Developed an ML-powered analytic framework to boost predictive accuracy by 35% and scale data capacity 100x
- Managed launch of government CDP, consolidating 20+ sites and 200K+ profiles, driving digital engagement up 150%

EDUCATION

Master of Business Administration (MBA), Rady School of Management 06/2025

University of California, San Diego, CA | GPA: 3.8/4.0 | GMAT: 700

- Certificates: Finance | Design and Innovation
- Leadership: VP of Finance, Rady Consulting Club | Rady Venture Capital Club

Bachelor of Science, Psychology 06/2018

National Chung Cheng University, Chiayi, Taiwan

SPECIALIZED SKILLS

- **Programming:** SQL, Python, R, JavaScript, React, Cursor, Replit
- **Data Platforms:** Snowflake, BigQuery, MongoDB Atlas
- **Product Tools:** Figma, Jira, GitHub, Miro, Notion
- **Analytics & Visualization:** Tableau, Power BI, Google Analytics, SAP BO, Excel (VBA)
- **Cloud/DevOps:** Firebase, Heroku, Vercel, Render