

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
- Nominee, Rady Fellowship
- Projects: Sunrun Cost Optimization (Rady Consulting Project) | Rady Venture Fund | Associate Fellow, HomeLab
- Teaching Assistant: M&A, Operations, Applied Market Research, Decision Making, Consulting project

Bachelor of Science, Psychology 06/2018
National Chung Cheng University, Chiayi, Taiwan

EXPERIENCE

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

- Building an AI-powered food discovery app recommending top dishes based on social review sentiment
- Developed MVP using GPT-4 Vision, React, FastAPI, and MongoDB; currently in closed beta testing
- Integrated Google Maps API, Yelp reviews, and Tripadvisor for location-based full-stack deployment

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

- Co-founded and shipped a two-sided MVP connecting golfers and coaches via video sharing and local discovery feature
- Led product design and prototyping using Figma and React; delivered full user flow from onboarding to booking
- Conducted 20+ user interviews to validate coach-matching logic and scoped go-to-market strategy

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

- Led cross-functional redesign of AI-driven talent intelligence module to improve candidate-matching efficiency
- Defined product roadmap and GTM strategy for new invoicing tool, launching in 2025
- Built LinkedIn parser aggregating 500+ company profiles into a centralized recruitment database

Growth Marketing Intern, CheckIt Analytics, San Diego, CA 03/2025 - Present

- Launched early-user acquisition and social media campaigns, increasing demo signups by 65%
- Conducted competitor analysis and user research to refine value proposition and pricing strategy

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 pricing workflow for e-commerce, reducing operational turnaround time by 90%
- Executed customer segmentation and CLV modeling, generating \$53M in incremental revenue
- Designed KPI forecasting models and dashboards to support 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 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 by 150%

SPECIALIZED SKILLS

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