

# JENNIFER XU

San Francisco, CA | P: +1 5103330006 | [jennifer.xu12@gmail.com](mailto:jennifer.xu12@gmail.com) | [linkedin.com/in/jennifer-xu12](https://www.linkedin.com/in/jennifer-xu12)

## EXPERIENCE

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### **PREMISE INC. – San Francisco, CA**

#### **Market Research Startup**

*Product Manager, Mobile App, Contributor Experience*

*Jan 2022 – Present*

- Led product roadmap and execution for data collection app, serving over 1.5M MAUs across 214 countries/ territories and 37 languages.
- Responsible for delivering on company OKRs and KPIs and providing monthly updates to VP of Product.
- Identified highest satisfaction moment and leveraged to increase Google Play Store rating from 2.9 to 4.0.
- Designed and delivered gamification techniques and increased user engagement by 120% in the user's first 90 days.
- Developed Premise University with the goal of faster project scalability by incentivizing users with higher earning opportunity through training and levelling up their skillset.
- Collaborated with product research and data science to ensure product success metrics were defined and success was evaluated post launch through A/B testing, experimentation, and user surveys or interviews.
- Took initiative beyond my role and implemented new user email and push journey and monthly email newsletter. This intervention resulted in a 74% increase in 30 day retention and 45% increase in user engagement.

### **AZUMIO INC. – Redwood City, CA**

#### **Digital Health Startup**

*Senior Product Manager*

*Nov 2020 – Nov 2021*

*Product Manager*

*Aug 2016 – Nov 2020*

- Responsible for product strategy and roadmap of the company's suite of mobile apps, serving over 2M MAUs.
- Led design and development of personalised health and fitness onboarding experience which resulted in 35% higher in-app subscription signups.
- Ideated and executed on 12-week diabetes self management micro learning curriculum in tandem with diabetes coaching service, and scaled service to over 200 clients.
- Demonstrated high data driven acumen by clearly defining initiative goals and success metrics, followed by experiment and A/B testing to demonstrate feature success or failure. Applied findings and results to future product investments.
- Collaborated with the company's Chief Product Officer to aggregate food data set and UX/UI for Calorie Mama, mobile app and AI and computer vision food recognition model. App was featured on the Apple App Store and given 'Apple's New Apps We Love' award.
- Led design and execution for company hardware products -- connected scale and glucose monitor subscription service.

## EDUCATION

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### **University of California, Davis – Davis, CA**

Bachelor of Science, Managerial Economics

## ADDITIONAL

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**Skills:** Product strategy, OKRs, agile product development, road map planning, prioritisation, voice of the customer, PRD writing, product design, user experience, team collaboration, sprint planning, mobile app development, product performance analysis, KPIs, data driven, stakeholder management

## SOFTWARE AND APPLICATIONS

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**Workflow:** Trello, Jira, Airtable, Notion, Invision, Zendesk, Slack, Google Suite, Dropbox, Miro

**Design/UXR:** Figma, Photoshop, Invision, Usability Hub, Lookback, EnjoyHQ, User Testing

**Marketing/analytics:** Amplitude, CleverTap, LeanPlum, Braze, Firebase, Hotjar, Leanplum, SQL