

Yuehan (Hannah) Zhang

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Summary

Senior Product Manager with 10 years of experience at Pinduoduo (Temu), Bixin, and Alibaba Cloud Gaming, building social, gaming, and e-commerce products from 0 to 55M+ DAU, with a focus on AI-driven products, data-driven growth, scalable product systems, and innovation in messaging and social interaction.

Experience

Storyboarder, Inc. (YC '23) | New York, US

Product Manager

Jan 2026 – Present

- Lead product positioning, analytics instrumentation, and GTM strategy for a 3D-to-2D comic creation platform. Partner with the CEO to translate creator insights into roadmap priorities.
- Drive early-stage user growth through creator partnerships, community-led activation, and multi-channel acquisition across North America and Asia, including online platforms and offline ACG events.

Alibaba Cloud Gaming | Shanghai, China

Senior Product Manager

Sep 2020 – Aug 2022

- Led platform development of interactive cloud games, achieving **40% conversion**, **4x** gameplay per capita, and **40% new-user retention** through core gameplay and matchmaking systems.
- Developed a cloud-native Unity game (1,000+ concurrent users) with a technical manual on cloud-native architecture; conducted OTT/Metaverse research to define product strategy; led expansion into Bilibili live streaming and tourism (5A sites).
- Built scalable platform systems (accounts, messaging, community, creator tools) and analytics frameworks and success metrics to drive user growth, engagement, operational efficiency, and regulatory compliance.
- First Inventor, China National Invention Patent (content governance): "A Stream Content Auditing Device for Hybrid Audio."

Bixin (Gaming Social Marketplace, 50M+ Users) | Shanghai, China

Social Product Manager & Head, Message Service Center

Apr 2019 – Sep 2020

- **Led a cross-functional team of 7** to build and scale messaging and social features from scratch for a gaming social marketplace connecting players with skilled gamers for paid sessions. Achieved a **10% increase** in conversion rate and a **30x boost in GMV**.
- Launched an anonymous social chat feature to facilitate relationship-building among gamers, achieving **25% feature adoption** while introducing supporting social tools and other value-added engagement features.
- Enhanced overall user experience by improving core platform functions and leading engagement mechanisms with major campaigns, driving higher user engagement and conversion.

Pinduoduo (TEMU) | Shanghai, China

Customer Product Manager, Social & Game Dept.

Jan 2018 – Mar 2019

- Entered as a *Product Management Trainee* and led *Duoduo Orchard* (early prototype of Temu's "Farmland"), a flagship social game reaching **55M+ DAU** and **500M daily plays**, driving a **20% increase in new user conversion**.
- Contributed to the launch of *Pin Zone* (social community), optimizing privacy mechanisms to support user adoption and enhance social-driven engagement.
- Developed and promoted Free-pin Card and Prop Card functions, driving **RMB 60M (~\$8M) in additional daily GMV**, boosting engagement while significantly reducing order failures.
- Reduced counterfeit goods and improved audit efficiency through category restructuring and algorithm optimization.
- Awarded **Pinduoduo's 2018 Star Employee** for referring 1,600+ candidates and training 100+ cross-functional teammates.

Additional Experience & Projects

Sinan Career (Tech Career Platform)

Co-Founder, Product Lead

Shanghai, China

Aug 2022 – Aug 2024

- Built and monetized a tech-focused career platform connecting 100+ industry mentors (Product, Engineering, Operations), delivering structured career development programs and generating ¥800K (\$110K) annual revenue through scalable service offerings and partnerships.

CulturaSense (Microsoft AI Hackathon Finalist)

Product Manager

New York, US

Apr 2025

- Led the design and delivery of a **multi-agent, multimodal AI system (GPT-4o, FastAPI, Azure AI Vision)** for e-commerce localization, leveraging agent orchestration (Critic-Rewriter loop), context-aware prompting, and a **RAG-ready architecture** to enable culturally adaptive content generation and reduce cross-market risks.

Tencent & Ifenqu

Product Management Intern

Shanghai, China

2016–2017

Education

New York University, New York US

M.S. in Management and Systems (GPA: 3.9)

Sep 2024 – May 2026

Newcastle University, Newcastle UK

B.A. Honors in Accounting and Finance

Sep 2012 – Sep 2017

Skills & Interests

Programming & Data: Python, SQL (Oracle, window functions), Excel (VBA), HTML/CSS/JS

Tools: Unity (C#), Godot, JIRA, Figma, Axure, Photoshop, MS Office (executive-level PowerPoint storytelling)

Languages: English (fluent), Mandarin (native)

Interests: Bgirl (competitive breakdancer, Top 16 WBC), competitive gamer (national 3rd place), musician.