

Aaron C. Wang

(310) 903-0508 | Aaron.Wang1@gmail.com | <https://www.linkedin.com/in/aaroncwang> | <http://aaroncwang.com>

Experience

SENIOR PRODUCT MANAGER | [JD SPORTS NORTH AMERICA/FINISH LINE](#) | JAN 2023 – PRESENT

Finish Line is a premium retailer of athletic shoes, apparel, and accessories.

- Leading the cart and checkout phase of the eCommerce platform shift to a new cloud-based platform while overseeing both building new microservices and refactoring old code for payment processing (In Progress)
- Eliminating PCI compliance for credit card processing by implementing a new payment tokenization process
- Refactored payment methods and transitioned to microservice architecture (PayPal, Apple Pay, and more)
- Took over responsibility for Phase 1 in addition to Phase 2 to accelerate the delivery timeline

PRODUCT MANAGER | [BLUEBOARD, INC.](#) | JAN 2021 – Nov 2022

Early stage B2B HR tech startup in the Employee Rewards Recognition space

- Successfully launched the first Scrum team and lead the agile transformation of the off-shore engineering team
- Increased reward redemption/conversion by over 14% YOY by introducing user-facing onboarding in-platform
- Reduced customer friction and decreased inbound helpdesk and support messages by over 12% month to month through improved communications and FAQs
- Improved reward research process by over 70% through a new internal database search powered by a more robust tagging and categorization system in partnership with the Curation team

PRODUCT MANAGER | [ZENPUT \(ACQUIRED BY CRUNCHTIME! INFORMATION SYSTEMS\)](#) | JUL 2019 – JUL 2020

Early stage B2B operations and compliance startup for restaurants and hospitality industry

- Built a new streamlined mobile task interface for restaurant and retail operators based on user feedback and “ridealong” interview sessions, which resulted in a 15% increase in task execution month over month
- Drove the adoption of new web app shortcuts, aka “Quicktasks,” by 22% within the first two weeks of release, which made it easier for field-level users to create and assign work to their locations

SUPERVISOR, CONSUMER INSIGHTS | [PANDA RESTAURANT GROUP](#) | JAN 2011 – MAY 2018

- Promoted from store operations as a General Manager to Training Leader to corporate Consumer Insights
- Improved guest satisfaction by 29% by overhauling the VOC insights dashboard for Operations leaders
- Developed and launched revolutionary store-level analytics to all 2100 store locations that made it easier to interpret important KPIs and provide digestible and actionable insights on how to improve topline growth

Education

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION | UNIVERSITY OF CALIFORNIA, RIVERSIDE | DEC 2010

PRODUCT MANAGEMENT IMMERSIVE CERTIFICATE | GENERAL ASSEMBLY

Skills

AGILE METHODOLOGIES

- **Product Development:** Product Requirements, User Stories, Jobs to be Done, OKR roadmaps, UX Design, Wireframes, Prototyping, Prioritization, Backlog Grooming, Product Roadmaps, User Journey Mapping
- **Tools:** Balsamiq, Confluence, Figma, Google Analytics, Google Optimize, Gong, Heap Analytics, Heroku, Invision, Jira, Logrocket, Mural, Sisense, Sketch, Slack, SQL, Tableau, Trello