

# HAOMIN XU

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## WORK EXPERIENCE

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| 2017-Present | <b>TRADECRAFT</b><br>Product Design Consultant  | San Francisco, CA |
|              | <ul style="list-style-type: none"><li>• FAWN (E-commerce platform for local businesses): Led a team of three designers to redesign the app newsfeed to improve the discovery feature. Conducted competitive positioning research and used the lean and iterative design process to test hi-fi prototypes.</li><li>• HEARD (Ed tech communication platform): Redesigned the onboarding process and notifications settings to highlight value proposition and prioritize feed information. Activities included user testing, lo-fi and hi-fi prototyping, rapid iterations, and validation testing.</li></ul> |                   |
| 2016-2017    | <b>GOPRO</b><br>Marketing Operations Manager  | San Mateo, CA     |
|              | <ul style="list-style-type: none"><li>• Designed dynamic metrics dashboard to display product revenue and sales by market</li><li>• Optimized workflow for product forecasting process through automating features within Netsuite; conducted A/B testing and iterated based on team feedback.</li></ul>  |                   |
| 2014-2017    | <b>TWITTER</b><br>Business Operations Manager   | San Francisco, CA |
|              | <ul style="list-style-type: none"><li>• Launched Promoted Moments, Twitter's newest ad product for businesses. Key activities included user testing, content creation, and onboarding clients.</li><li>• Collaborated with engineers, sales, and product teams to iterate on product updates and to create an open feedback loop.</li><li>• Researched market expansion opportunities and sales team analytics in APAC; worked in Twitter's Singapore office for one quarter.</li></ul>   |                   |
| 2010-2014    | <b>EDELMAN INTELLIGENCE</b><br>Research Analyst   | Washington, DC    |
|              | <ul style="list-style-type: none"><li>• Led qualitative &amp; quantitative research to provide actionable insights; competitive landscape analyses, influencer research, and campaign success metrics.</li><li>• Client-facing role in multiple sectors: Retail, Finance, Energy, Dining</li></ul>  |                   |

## EDUCATION

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| 2005-2009 | <b>UNIVERSITY OF MARYLAND</b><br>Bachelor of Science: Marketing & Logistics<br>Honors Program: College Park Scholars | College Park, MD |
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## NOTEWORTHY

Tools: Sketch, InVision, Principle, SQL, Tableau, Salesforce, eMarketer

Tactics: Data Storytelling, Team Management, Stakeholder Management, Presentations