

Vivian (Ziyi) Ye

Product Management & Marketing

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I translate user and operational needs into product requirements, AI-assisted workflows, testing and cross-team delivery. My work connects product management and marketing, with experience in digital operations, research and B2B development.

EXPERIENCE

Mil-Techs, Inc.

Marketing & Operations Specialist · San Jose, CA

May 2026 – present

- Defined a scheduled AI-assisted website publishing workflow with Customer Success, covering content preparation, website insertion, and editorial approval. Configured Agent Skills and the site connection to support implementation.
- Translated onboarding needs into workflow requirements and worked with Customer Success on Agent configuration and testing, retaining human verification.
- Specified shared dashboard views for SEO/GEO performance, competitor comparisons, and operating status to support publishing reviews and follow-up planning.

Lumni

Product Manager | Research & Requirements · San Francisco, CA

Jan 2026 – present

- Led user-problem definition and research for a Web/iOS college-application platform covering recommendations, admissions predictions, essays, a case library, and community. Owned research and requirements while a teammate managed delivery.
- Turned quality goals into five measurable trust dimensions and pass/fail criteria; built release QA coverage across 11 core journeys and sub-journeys.
- Triaged 17 feedback items through root-cause analysis, acceptance criteria, and release batching. Benchmarked school predictions and distinguished consensus, hypotheses, and claims pending validation.

Vivian (Ziyi) Ye · Experience continued

Luxury Space

Business Development & Digital Operations · Sunnyvale, CA

May – Jun 2026

- Organized product, brand, image, and copy information for an e-commerce website. Used B2B conversations to understand purchase, consignment, and appointment workflows and shared feedback with design and development partners.
- Identified fragmented Google Sheets inventory tracking across four U.S. stores and proposed a unified inventory-management workflow. The company later launched a dedicated inventory AI Agent.
- Supported website launch and customer follow-up by organizing service information, documenting incoming needs, and coordinating requirements and timelines.

KNow Research

Student Researcher & AI Specialist · San Francisco, CA

Mar – Jul 2026

- Coordinated research workflows spanning 750+ surveys, 10+ interviews, focus groups, and stakeholder deliverables, organizing findings for team review.
- Contributed to a 20% improvement in project efficiency through AI-assisted analysis, documentation, and workflow optimization.
- Maintained research materials and stakeholder-ready summaries, bringing survey and interview findings together for consistent review and follow-up.

Aodi Fast Construction Steel Structure Engineering

Marketing & Business Development Project Assistant · Wuhan, China

Sep 2022 – Jun 2025

- Developed prospective relationships with elevator companies, distributors, and older-community project contacts. Gathered needs and coordinated site surveys and measurements for steel-structure elevator-addition projects.
- Presented the company's solution and project cases, then followed up on customer requirements as formal quotations were prepared centrally.
- Coordinated handoffs across engineering, production, transportation, and installation, keeping customer communication and field information moving through delivery.

CAPABILITIES

Product: Discovery, user research, requirements, acceptance criteria, user journeys, QA and feedback triage.

Delivery & tools: Cross-team coordination, agent configuration and testing, Excel and Google Sheets.

Languages: Mandarin (native), English (professional).

EDUCATION

University of San Francisco · Master of Science in Marketing Intelligence · Jun 2026

Hubei University · Bachelor of Management in Administration · Sep 2018–Jun 2022