

Vivian Chen

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PROFESSIONAL SUMMARY

Product Manager with 5+ years of experience delivering digital products across Taiwan and regional markets. Skilled in product strategy, roadmap planning, user analytics, A/B testing, and cross-regional stakeholder management across e-commerce, CRM, and customer data platforms.

CORE COMPETENCIES

Product Strategy & Roadmapping | Product Requirements & PRD | User Analytics & Experimentation | Cross-regional Collaboration | Digital Platforms & Customer Data

WORK EXPERIENCE

eCloudvalley — Project Manager

Jul. 2025 – Jul. 2026

- **Defined** a 2026 product roadmap to support the transition from sales-led to product-led growth, using frontline sales feedback and Google Analytics funnel analysis to prioritize self-service registration, trials, ordering, online payment, and plan management
- **Led** the 0-to-1 Stripe payment integration under a one-month deadline, completing the PRD within two days, structuring phased engineering delivery, and coordinating business, UX, frontend, backend, and architecture stakeholders to launch on schedule
- **Translated** the growth strategy into quarterly product objectives and PRDs, aligning executives, sales, operations, engineering, and design teams around product priorities
- **Engineered** SQL scripts to clean, deduplicate, and merge fragmented data across SAP, Salesforce, and internal databases. Established a Single Customer View (SCV) to mitigate customer churn risks associated with B2B sales turnover.

L'Oréal Taiwan — Product Manager / Product Assistant Manager / Product Specialist

Aug. 2021 – May. 2025

- **Represented** Taiwan in APAC prioritization for the SPACE customer platform, analyzing P0/P1 issues across Taiwan, Japan, and Korea to secure regional remediation resources and designing workarounds that maintained frontline business continuity
- **Analyzed** customer behavior across 10 brand websites and designed a 50/50 AB test for product-bundle messaging, increasing conversion rate by 10% versus the control group
- **Designed** and launched an O+O registration experience enabling LINE Official Account users to initiate SSO login to brand websites, connecting LINE and web customer journeys which decreased website 13% drop rate
- **Chaired** Prada Beauty's Taiwan e-commerce website from 0 to 1 in three months, coordinating seven teams and launching two weeks early with more than 10,000 visitors during the early-exposure period
- **Managed** complex timelines and cross-functional dependencies across 7 distinct teams by developing comprehensive Gantt charts and facilitating regular synchronization meetings to ensure seamless alignment.
- **Adapted** quickly to changing business priorities and successfully accelerated the targeted launch date by two weeks through rapid backlog reprioritization and scope adjustment, driving an influx of 10,000+ early site visitors.

EDUCATION

National Taiwan University MBA in International Business

Sep. 2019 - Jun. 2021

National Chung Hsing University Bachelor In Business Administration

Sep. 2014 - Jun. 2018

SKILLS

Analytics: SQL, BigQuery, Google Analytics, Looker, Power BI, Python

Platforms: Salesforce, SFMC, SAP, Stripe, CDP, OMS, SSO, API integration

AI & Automation: Claude Code, n8n, Power Automate, Jira Automation, Google Apps Script

CERTIFICATION & LANGUAGES

PMP | TOEIC [895/990] | Mandarin Chinese — Native | English — Fluent