

# JEANIA PANG

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## Experience

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### SENIOR PRODUCT MANAGER, MOBILE, FIGS (New York, Remote)

Mar 2022 – Sep 2024

**Leadership and Strategy:** Led the 0-1 execution of FIGS' inaugural iOS Native App, capturing 11% of total business revenue.

- Oversaw a team of designers, developers and QA testers through all stages of development resulting in MVP launch within 7 months and over a million downloads.
- Drove clarity in an ambiguous environment to derive buy-in from executive stakeholders, this led to the successful launch of an app exclusive product line and unlocked \$1M in incremental revenue.
- Collaborated cross-functionally with E-commerce, Marketing and Data teams to create a comprehensive go-to-market launch strategy, resulting in an 11% increase in app sessions with a purchase.

**Customer Focus and Data Driven:** Conducted user research and analyzed trends to identify strategic KPIs for the long term roadmap.

- Collaborated with Customer Support teams to build a feedback feature that increased Appstore ratings from 4.2/5 to 4.9/5 and achieved an NPS score of +30 within a year.
- Spearheaded technical integrations with an a/b testing platform across both app and web to cultivate a culture of experimentation. After running numerous tests throughout Q1, conversion rates increased by 4% for returning customers.
- Placed strategic focus on Customer Loyalty and Lifetime Value metrics, leading to the development of personalized retention campaigns that doubled repeat purchase rates.

### SENIOR PRODUCT MANAGER, MOBILE, OTT PLATFORMS AND CONFERENCES TED Conferences (New York, NY)

Dec 2017 – Mar 2022

**Product Vision and Roadmap Execution:** Defined the strategic roadmap for TED's complex product offering across mobile, TV, Voice and TED's flagship event app TEDConnect.

- Guided a cross-functional team in developing a comprehensive roadmap for the migration of the TEDConnect apps to React Native resulting in a 30% decrease in app crashes.
- Implemented a data-driven approach to monitoring app usage and shared insights with stakeholders, this led to the successful launch of the Spanish only podcast "TED en Espanol".
- Using quantitative and qualitative analysis, drove the introduction of a dual subtitle feature on the Android app resulting in session times doubling for non-English speakers.

**Adaptability and Resilience:** Managed shifting customer demands during the COVID-19 outbreak and uncovered a new revenue stream for the company.

- Pivoted TED's traditional in-person physical conference offering to a virtual one. Launched a virtual conference platform in 5 months and seamlessly live-streamed 8 weeks of content.
- Mentored junior product managers on the team by sharing best product practices in "Lunch and Learns".

### PRODUCT MANAGER, Founders Factory (London, UK)

Nov 2016 – Dec 2017

**Startup and Entrepreneurial Mindset:** Worked directly with corporate investors to identify and incubate 12 early stage ideas across 6 industry sectors.

- Rapid prototyped and validated early stage concepts into an MVP within 6 months.
- Took ownership of the incubation process to drive alignment within the broader product team.
- Re-launched an EdTech product with 3 new features in under a month. Successfully increased the product's NPS score of -95 to +45 leading to eventual spin out under a new CEO.

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**MOBILE PRODUCT OWNER, NATIVE APPS, NET-A-PORTER**  
(London, UK)

**Feb 2013 – May 2016**

**Product Lifecycle Management:** Executed roadmap features for mobile app portfolios across NET-A-PORTER, The OutNet and Mr Porter brands, resulting in a 20% increase in downloads.

- Unified a cross-functional agile team to develop a cohesive omnichannel purchase experience from account creation through to purchase.
- Implemented analytics frameworks where KPIs were tracked and learnings were shared across the business.

**Social Commerce:** Acted as a “startup within the business” and owned the 0-1 execution of “The NET SET” app. Garnered 125,000 downloads at launch with 4.7M page views.

- Owned the product vision, worked closely with business stakeholders and translated requirements into user stories for the development team.
- Drum Awards 2016: Awarded the New Product/Service Launch Strategy of the year.

## Education

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B.A, American and Chinese Studies - **University of Nottingham, UK**