

Serene Liu劉恬君

From Project Ops, to Data, to AI — Building Ideas Into Shipped Products, Hands-On.

EMAIL serenesky316@gmail.com

LINKEDIN linkedin.com/in/serene-liu-605a31168

SIDE PROJECT starlit-ziwei.com

15+ years in digital product management, spanning project operations, data infrastructure, and AI product planning. Rare combination of **product strategy, data-driven validation, and hands-on execution** — not just writing specs, but shipping the product myself. Currently leading AI feature planning from 0 to 1 at a two-sided gig marketplace, driving iteration through user behavior data; outside work, I independently design, build, and operate my own brand site in collaboration with AI.

01

Core Skills

TOOLKIT

PRODUCT & PROJECT PRD & Spec Writing (Axure) UI/UX Design Collaboration (Figma) Project Management & Process Redesign (Short-Cycle Iteration) Data Product Strategy B2B Partnership Execution Team Training & Onboarding	DATA & ADTECH GA4 Implementation & Training DMP Integration (BlueKai / Salesforce) E-commerce Analytics Ad Strategy & Performance Analysis (Google / Meta) Ad Inventory Planning & Revenue Analysis	AI & HANDS-ON Claude / Claude Code LLM Feature Planning & Fallback Strategy AI Chatbot Applications Full-Stack Site Build with Claude Code (React / GitHub / Cloudflare) Notion-Backed Tooling with Claude Code
---	---	---

02

Experience

CAREER

Worky

Software Project Manager

May 2025 — Present

- Two-sided gig marketplace (job seekers × merchants). Leading product planning for the platform's first wave of AI features.
- Led spec design for **3 first-wave AI features** (natural-language search, AI job recommendations, sign-up verification), owning parsing logic, fallback strategy, and UI states end-to-end.
 - Designed a **progressive constraint-relaxation algorithm** for natural-language job search, cutting zero-result search failures; paired with qualification matching to guide seekers toward completing applications.
 - Built a **two-stage cold-start strategy** for the recommendation engine — geo-based fallback for new users, switching to a behavior-scored personalization model as data accumulates.
 - Defined user-behavior tracking architecture for the app and translated analytics into feature-prioritization decisions.

Starlit Ziwei (Side Project)

Nov 2024 — Present

Founder

Independent content-service brand applying a data-driven lens to traditional Chinese astrology. Worked on this full-time between Aug 2024 (after Salesfrontier) and joining Worky in May 2025; now run it alongside my full-time role.

- Integrated **ECPay payment with two-way Google Calendar sync** to fully automate the booking flow: customers book and pay online, the system auto-generates a meeting link, blocks the slot, and notifies me via LINE — no manual scheduling.
- Built and deployed the site independently (React, GitHub, Cloudflare) with LINE Official Account integration, in collaboration with Claude.
- Grew a Facebook community to **320K+ views and 22K+ interactions** (~7% engagement rate), serving close to 100 clients since launch.

Salesfrontier

Nov 2018 — Aug 2024

Senior Manager → Associate Director → Project Director, Data Insights

Promoted twice over six years, from data product execution to department leadership to cross-functional process redesign.

Project Director	Jan 2024 — Aug 2024
— Led process redesign for a 4-person BD team, lifting monthly quota attainment from 74% to 96% ; onboarded 6 new sales hires to their first deal within 2 months.	
— Designed a closed-domain AI chatbot for client Eddington Group, replacing manual in-store staff for customer FAQs.	
Associate Director, Data Insights	Jun 2021 — Jan 2024
— Led a 3-person data team delivering custom GA4 implementations for PAZZO and GOGORO , ahead of the GA3 sunset deadline.	
— Served as GA4 migration instructor for enterprise clients including China Airlines and PAZZO Group.	
Senior Manager, Data Insights	Nov 2018 — Jun 2021
— Built the company's data-service product line (ALICE) from the ground up , integrating third-party DMPs (BlueKai, Salesforce) into a recurring-revenue offering.	

Hiiir / YUANSHI DIGITAL TECHNOLOGY

Oct 2011 — Oct 2018

Project Manager → Senior Project Manager

- Managed concurrent website and app projects for brand clients including Ichiban Sushi, MUJI, Samsung, and Taiwan Design Research Institute — all delivered on schedule.
- Took over department leadership, managing a 6-person team and 100+ concurrent projects via a self-built project-tracking system.
- Supported early-stage planning and operations for the friDay app platform.

Early career (2007 – 2011): project and marketing roles across digital agencies and retail — details on LinkedIn.

03

Education

ACADEMIC

National Chung Cheng University • B.A., Business Administration