

Di Wu

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Product strategist with analytical training and a strong instinct for user psychology, pricing logic, product positioning, aesthetic-driven growth, and consumer behavior. Experienced in translating ambiguous ideas into clear product requirements, user flows, competitive insights, growth strategies, and execution-ready product strategy.

EDUCATION

Johns Hopkins University

M.S. in Data Science | Coursework: Machine Learning, AI, Bayesian Statistics, Data Mining

Baltimore, MD

Aug 2024 – May 2026

University of California, Davis

B.S. in Managerial Economics; Minor in Statistics

Davis, CA

Sep 2020 – Jun 2024

PROFESSIONAL EXPERIENCE

Pawly

Product Management Intern, Growth & Strategy

Apr 2026 – Present

Berkeley, CA

- Defined **0-to-1 MVP strategy** for a **hyper-local, map-based pet social platform**; reframed Pawly from **swipe-based pet matching** into an **activity-first community model** centered on nearby events, group coordination, offline meetups, repeat participation, and local network density.
- Converted early-stage founder ideas into an **execution-ready MVP PRD** and **functional specifications**; standardized the feature-spec framework across **18 MVP feature areas** by defining positioning, user flows, business rules, edge cases, acceptance criteria, analytics events, and UI/UX requirements to align design, engineering, and growth around product delivery.
- Designed **activation and engagement systems** including lightweight onboarding, deferred dating-style fields, optional Pet MBTI, intent selection, multi-pet profile support, shareable identity cards, and Pawly Society mechanics to increase **profile completion, community identity, and organic referral potential**.
- Led **competitive research, content/account analysis, launch messaging, and waitlist landing-page UX iterations**; improved feature clarity, hero/CTA hierarchy, mobile responsiveness, footer conversion structure, legal-page navigation, and warm consumer-facing brand trust.

Uplifty AI

Product Management Intern

Jul 2025 – Nov 2025

Austin, TX

- Owned **Beta-stage FRD** and **functional specifications** for key modules of an **AI-enabled campus social platform**, translating broad product concepts into user flows, data models, roles/permissions, edge cases, and MVP acceptance criteria across journaling, goals, campus wall posts, content moderation, notifications, profiles/settings, and gamification.
- Designed **engagement and retention mechanisms** across journaling, goal-setting, campus wall posting, notification logic, and gamified interactions to encourage reflection, content creation, habit formation, and **repeat product usage** within an MVP-feasible scope.
- Partnered with engineering through sprint cycles to identify and resolve **134 product gaps** across feature behavior, UX flows, UI implementation, edge cases, and product documentation, strengthening **product-design-engineering alignment** and **release readiness**.

Deloitte Digital

Project Intern

Jul 2023 – Sep 2023

Shanghai, China

- Built **data validation and reporting workflows** in Excel using PivotTables, VLOOKUP, and cross-checking logic to audit large project datasets, reduce reporting error rates by **38%+**, and improve accuracy of budget, delivery, and project status tracking.
- Supported **go-to-market research** using SWOT and Ansoff frameworks, synthesized **market-entry and competitive insights** into client-ready deliverables, and executed UAT test cases to support **on-time project delivery**.

FEATURED PROJECTS

Depression Prediction Using Behavioral and Survey Data

Behavioral Analytics · Mental Health Product Research · Capstone Project

Jan 2026 – Apr 2026

- Built modeling-ready datasets across a **55-participant actigraphy pilot** and a **4,836-record NHANES benchmark**; cleaned behavioral/survey data, defined **PHQ-9 ≥ 10** as the depression label, and reduced feature spaces from **108 to 42** and **70 to 54**.
- Applied **psychological measurement** and **behavioral-health reasoning** using MADRS and PHQ-9 to distinguish meaningful signals from noisy averages; identified that depression-related differences were mainly time-structured, especially daytime / early-morning activity, circadian rhythm, variability, and sleep-proxy patterns.
- Framed the study as a **strategic comparison** between a behaviorally rich pilot and a scalable benchmark; synthesized interpretable findings showing actigraphy was stronger for **behavioral feature discovery**, while NHANES better supported **stable benchmark construction** and surfaced population-level risk patterns such as low income, marital disruption, and weaker social support.

SKILLS

Languages: English (Professional, GRE: 331), Chinese (Native)

Product: PRDs/FRDs, MVP Scoping, Product Positioning, Roadmapping, User Journey Mapping, Feature Specification, Acceptance Criteria, Analytics Event Design, A/B Testing, Sprint Planning, Stakeholder Alignment

Growth & UX: Competitive Analysis, Consumer Growth Strategy, Onboarding Optimization, Activation & Retention, Landing Page Optimization, Conversion Funnel Optimization, Content-Led Growth, UX Writing, Information Architecture, Community Growth

Tools & Technical: Figma, Lovable, Supabase, JIRA, SQL, Python, R, Excel, Product Analytics, ML