

Jess (Chi-Hsuan) Lu

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EDUCATION

Cornell University

M.S. in Design Technology (Human-Computer Interaction, AI, and Emerging Technologies)

New York, US

Aug. 2026 – May. 2028

- Relevant Coursework: Coding for Design, Strategic Management of Technology and Innovation
- Technical Focus: AI Product Development, Data Analytics, Technical Product Management, Software Prototyping

National Taiwan University

B.A. in History

Taipei, Taiwan

Sep. 2021 – Jun. 2025

PROFESSIONAL EXPERIENCE

PictureCook (*An AI-driven edtech startup with cross-national teams in California, Kansas City, and Taiwan*)

Taipei, Taiwan

Product Manager

Aug 2025 – Dec 2025

- Led the development and launch of PictureCook's first AI feature, analyzed AI-powered learning trends and competitor products to inform product strategy and define new feature; developed and maintain product roadmap that aligned with business goals, reaching 3,000+ registered users and 50% WoW growth in weekly active users within four weeks, with 18% Day-7 retention.
- Monitored product performance and key social metrics; conducted user research and behavioral data analysis using SQL across 32 key data points, uncovering insights that informed a product strategy shift and increased user engagement by 350%.
- Collaborated closely with engineering, design, and data teams in the US and Taiwan to defined product requirements, release scopes, sprint goals, and feature priorities to improve user impact and experience.

Nibble (*Social Networking App • Presented at Taiwan's largest Apple developer conference to 350+ developers*)

Taipei, Taiwan

Founder / Product Manager

Feb 2025 – Present

- Analyzed emerging social behaviors and competitor products including Instagram, Snapchat, and BeReal alongside user interviews and 20+ Reddit discussions, translating insights into product strategy and MVP priorities.
- Built and launched the App using AI-assisted development, and reached 60+ users, 80+ shared videos, and 10+ private groups within two weeks on App store.
- Iterated through usability testing with 30+ participants, identifying friction in private messaging and social initiation; introduced product initiatives to lower interaction barriers, increasing messages sent by ~32% and user retention by ~15%.

Clear | (*Apple Invited Speaker, present to 80+Attendees • AI Immersive Wellness App*)

Taipei, Taiwan

Product Manager / UX Designer

Apr 2025 – Jul. 2025

- Led development of an AI-driven visual interaction system, translating user conversations via a cloud-based LLM agent into real-time visual feedback and integrating Apple Watch HRV signals with immersive VR experiences.
- Identified voice-interaction friction through 3 rounds of usability testing and added real-time waveform feedback, increasing users who successfully initiated AI conversations from 60% to 100%.
- Analyzed 9 consumer AI/XR products across interaction, personalization, and engagement patterns, identifying market gaps that shaped Clear's AI-driven visual interaction strategy.
- Drove product strategy from concept to prototype, translating user insights into requirements and partnering with engineering and design across AI, HealthKit, and spatial interaction workflows.

ADDITIONAL EXPERIENCE

Hupo AI (*Enterprise AI startup serving HSBC, AXA, Prudential, Manulife, Grab, driving \$1B+ sales impact*)

Hybrid

Account Manager Intern

Feb 2026 – May 2026

- Translated enterprise needs from 4 global BFSI clients, including Prudential, Allianz, and HSBC, into AI product requirements and feature priorities for enterprise deployments.
- Partnered with engineering and data teams across Singapore and Hong Kong to translate user feedback into product iterations, leading UAT and deployment of 200+ AI sales agents.

SELECTED PROJECTS

Chewverse (*An AI Companion Robot App*)

NTU, Taiwan

Product Manager / Product Designer

Feb. 2022 – Jul. 2025

- Identified demand for low-pressure social interaction through user research and prioritized 1:1 AI companionship over human and group social features for the MVP, balancing user value, social complexity, and feasibility.
- Led usability testing with 12 participants, identified discoverability friction in social interaction features, and redesigned labels, icons, and navigation flows, achieving an 83.3/100 SUS score.

SKILLS

- **AI and Product:** Product Discovery, User Research, Customer Discovery, Product Strategy, Product Requirements, Feature Prioritization, Product Metrics, Agile Development, Usability Testing, Cross-functional Collaboration, UX Design
- **Data & Technical:** SQL, Data Analysis, Swift, SwiftUI, Firebase, AI/ML Product Development
- **Design & Tool:** Figma, Prototyping, Adobe Illustrator, Photoshop, Premiere Pro