

ETHAN YAO

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EDUCATION

University of Minnesota, Twin Cities – Carlson School of Management

May 2025

Bachelor of Science in Business (*Summa Cum Laude with High Distinction*)

ACT: 35 | GPA: 3.98

Majors: Management Information Systems, Marketing | **Minor:** Business Analytics

Honors Thesis: “Scalping or Market Clearing? Consumers' Willingness to Pay towards Reseller versus Retailer” (Dean's Thesis Award)

PROFESSIONAL EXPERIENCE

CHROMATiC | Global High-end Fashion Wholesaler and Retailer

Tokyo, Japan

Global Product Manager

Feb 2025 – Present

- Execute global sourcing strategy for premium Japanese designer and vintage streetwear clothing, negotiating exclusive purchasing contracts with 10+ Tokyo-based suppliers to increase high-demand inventory by 35% while reducing acquisition costs by 22%
- Established an omnichannel inventory system unifying retail and e-commerce operations to achieve 40% faster inventory turnover

Mastercard (Global Small & Medium Enterprises Team)

New York, NY

Associate Product Manager Intern

Jun 2024 – Aug 2024

- Spearheaded Agile development of 4 new data visualization features for a cash flow dashboard via cross-functional collaboration (design, legal, engineering); wrote 20+ user stories and groomed Jira product backlog to increase avg user session duration by 30%
- Redesigned the revenue share model for a SaaS open banking product by implementing a tiered pricing structure, introducing volume-based discounts, and adjusting partner commission rates; projected to increase net profit by ~\$6M by year 4
- Prototyped 3 generative AI features for a global cashflow product by creating Figma designs and securing buy-in from 5 VPs
- Crafted partnership strategy with open banking providers for Mastercard cashflow product expansion in EU and LATAM regions

Carlson Consulting Enterprise | McKinsey-led Student Consultancy Primarily for MBA Students

Minneapolis, MN

Strategy Consultant

Jan 2023 – Dec 2023

- Evaluated the State of Minnesota's early childhood literacy programs through statistical regression analysis of 10-year longitudinal data; developed a comprehensive growth strategy projected to boost literacy rates and increase pre-K test scores by 13% statewide
- Constructed an early literacy predictive model using R, leveraging data from census records and 23 stakeholder interviews to pinpoint vital gaps in Minnesota library services and presented to 4 Minnesotan education committees to drive education reform

Deloitte (Digital Innovation & Analytics Team)

Chicago, IL

Analytics & Technology Intern

Jun 2023 – Aug 2023

- Implemented a product roadmap for an internal cloud-based analytics tool, prioritizing features based on user feedback and market trends; resulted in ~\$4M additional revenue, 29% increase in user adoption, and 22% improvement in customer satisfaction scores
- Collaborated with a fintech client's engineering and legal teams to define AI product strategies, reducing annual costs by ~\$250K
- Architected new API offerings for an F50 client's data management platform, increasing third-party integrations by 40%

ANKAA Project | Social Enterprise for Refugee Vocational Training

Athens, Greece

Product Manager

Jan 2023 – May 2023

- Authored 14 use cases and prioritized user needs to engineer an automated onboarding process, dynamic feedback forms, and e-learning resources to boost time efficiency by 43% and increase employee retention by 37% for the 15+ person organization
- Interviewed 57 displaced people and nonprofit volunteers, highlighting critical user pain points to optimize developed products

LEADERSHIP & PROJECTS

Wardrobify, *Co-Founder, Product Manager, UI/UX Designer*

Jan 2024 – May 2025

- Pilot development of a mobile wardrobe application, integrating AI-powered clothing categorization and social sharing features
- Lead a cross-functional team of 2 developers, utilizing agile methodologies to iterate on product features based on user feedback

Carlson School of Management, *Emerging Leaders of Color Co-Lead, Student Ambassador Co-Lead*

Apr 2022 – May 2025

- Partner with the Director of DEI to coordinate weekly professional development workshops for 250+ underrepresented high school students; achieved a 97% participant positive feedback rate and bolstered diverse undergraduate student applications by 4%
- Mentor 26 student ambassadors who conduct personalized tours and host F500 sponsors, donors, alumni, and prospective students

Living Room Tutors, *Co-Founder, Program Director*

Mar 2020 – May 2025

- Conceptualized and launched a virtual tutoring platform during COVID-19, scaling to 200+ K-12 students and 50+ volunteer tutors
- Designed a comprehensive curriculum and analyzed student performance metrics and feedback to iteratively enhance content and platform features; resulted in a 95% participant satisfaction rate, 18% improvement in avg student GPA, and 87% YoY retention

ADDITIONAL INFORMATION

Teaching Assistant Courses: Intermediate Programming, Data Modeling and Databases, Business Analytics, Strategic Management

Technical Skills: Jira, Confluence, Figma, Python, SQL, R, Excel, Mandarin

Interests: Fashion, Edtech, Mahjong, Philosophy, Sudoku, Calisthenics, Pickleball, Arc'teryx, International Travel, Health & Wellness