

# ETHAN YAO

(507) 513-1905 | ethanzjyao@gmail.com | www.linkedin.com/in/ethanzjyao/

## EDUCATION

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### 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

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### Levelrle | Curated Outfit Discovery and Shopping Platform

Chicago, IL

Growth Intern

June 2025 – Aug 2025

- Engineered a comprehensive monetization strategy through competitive analysis of 15+ fashion platforms and negotiated affiliate partnerships with 8 major retailers; amplified average user revenue by 45% and drove \$120K commission revenue within 3 months
- Directed roadmap prioritization through 50+ user interviews; optimized session duration by 28% and click-through rates by 35%

### CHROMATiC | Global High-end Fashion Wholesaler and Retailer

Tokyo, Japan

Global Product Manager

Feb 2025 – June 2025

- Executed a 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 with cross-functional teams (design, legal, engineering, marketing); wrote 20+ user stories and groomed Jira backlog to increase average user session duration by 30%
- Prototyped 3 generative AI features for a global cashflow product by creating Figma designs and securing buy-in from 5 VPs
- Crafted the 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 holistic 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%

## LEADERSHIP & PROJECTS

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### thrifter, Co-Founder, Product Lead

Jul 2025 – Present

- Built and launched a mobile product integrating eBay API and recommendation algorithms for personalized thrifted alternatives through Pinterest-style discovery feed; achieved 15K+ downloads and 65% monthly active user retention within first 3 months
- Orchestrated A/B testing of 6 feed algorithm variants, boosting average session time by 42% and item click-through rates by 38%

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

Apr 2022 – May 2025

- Partnered 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%
- Mentored 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 structured 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 average student GPA, and 87% YoY retention

## ADDITIONAL INFORMATION

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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, Competitive Swim, Health & Wellness