Yang Junhan

188-5113-3188 | Yangjhxx@163.com

https://hannah-x.github.io./

EDUCATION

Nanjing University (Master) Computational Communication   Sep 2021-Jun 2024

Nanjing University (Bachelor) Journalism   Sep 2017-Jun 2021

PROFFESSIONAL EXPERIENCE

Alibaba (Tmall Fashion) Product Intern   **Jul 2023-Present · Hangzhou**

● Apparel Replenishment: *Reduced traffic waste in scenarios where SKUs were out of stock by developing replenishment features for merchants.* Conducted competitor & demand research and designed an end-to-end solution. Estimated to increase GMV by 200 millions RMB.

● Size Recommendation: *Iterated size recommendation function to assist users in decision-making and to reduce return rates.* Responsible for size recommendation product research & FE design. Participated in algorithm rule optimization. In A/B test，achieved recommendation coverage rate of 65%+, size adoption rate of 60%+, and increased conversion rate by 0.5%.

Shopee (Image Search) Search Product Intern   **Mar 2023-Jun 2023 · Shanghai**

● Video Retrieval: *Increased the attachment rate and conversion in video by applying image search to recall items.* Analyzed data to identify areas for improvement. Participated in recall rule optimization & UI design. Expected to increase the overall attachment rate by 35% (approximately 110,000 video views), and to increase order volume in this scenario by 2%.

● New Entry: *Increased the DAU of image search and strengthened user awareness by adding internal entries.* Participated in tracking and A/B test design, responsible for dashboard construction. Added four entries (increased image search DAU by 30% in ID).

Meituan (Accommodation Business) Product Operations Intern   **Jun 2022-Sep 2022 · Beijing**

● Camping Operations: *Met the need of users by improving camping category operations.* Conducted product and user research. Optimized UI, personalized recall and other search scenario functions. After the launch, camping CTR increased by 0.17%, CR increased by 0.82%.

● Tag Mining: *Addressed the concerns of users in non-standard accommodation scenarios by developing UGC-tag-mining with NLP-team.* Developed metric dictionaries and established acceptance SOPs. Produced 136 unique experience tags, covering over 14,000 merchants.

PROJECT INVOLVEMENT

NJU Computational Communication Center (Student Assistant)   **Apr 2022-Jan 2023**

● Did peer review work and wrote chapter *search marketing* of textbook *Digital Marketing*.

Innovation and Entrepreneurship Project - News Coffee (Co-founder)   **Dec 2018-Dec 2022**

● Built a "media concept" campus cafe from scratch and had achieved steady profitability.

Nanjing University Study Abroad Program (Exchange Student)   **Sep 2019-Dec 2019**

● Studied at the University of Stirling and won the Zijin Media Overseas Study Scholarship.

SKILL

Language: English (Proficient) / Mandarin Chinese (Native)

Data analysis: Python / SQL / Excel; **Product design:** Axure / Figma / Design / AI / PS; **User study**

杨君涵

188-5113-3188 | Yangjhxx@163.com | 5天/6个月

https://hannah-x.github.io./ （个人作品）

教育经历

南京大学（硕士）	计算传播学	2021年9月-2024年6月
南京大学（本科）	新闻学（传媒实验班）	2017年9月-2021年6月

荣誉：人民奖学金/优秀团干/南京大学生创新创业二等奖；课程：社交网络分析/新闻算法/社会研究方法

实习经历

阿里巴巴（天猫服饰）产品实习生　　　　　　　　　　　　　　　　　　**2023年7月-至今·杭州**

- 服饰追单：为减少缺色断码场景下的流量浪费，为具有短期补货能力商家设计追单产品功能。从0到1，进行竞品及需求调研，设计B+C全链路方案。双十一重大项目，预估gmv增量2亿+（约195w单）。
- 尺码推荐：为提升成交转化、降低退货率，迭代鞋类及下装尺码推荐功能。负责用户侧尺码推荐类产品调研及前端设计，参与商家侧调研。A/B阶段覆盖率65%+，订单采纳率60%+，成交转化率提升0.5%。

Shopee（Image Search）搜索产品实习生　　　　　　　　　　　　　　　　**2023年3月-6月·上海**

- 视频挂车：为提升视频商品挂载率和该场景成交，将图搜能力应用至视频商品召回。负责分析覆盖、转化数据以发掘可提升空间，参与召回规则优化、链路打通、UI规划等。预计日新增覆盖视频量1,100w，总挂车视频比例提升35%（VV维度），该场景订单量提升2%。
- 新增入口：为提升图搜DAU、强化用户认知，增设站内入口。参与埋点及AB设计，负责数板建设、验收及优化。增加首推、商品卡片等4个入口（ID地区DAU提升30%）。

美团（住宿事业部）产品运营实习生（用户增长方向）　　　　　　　　　　**2022年6月- 9月·北京**

- 露营专项：为提升对站内用户需求（搜索YoY100%+）的承接能力，精细露营品类运营。进行产研和用研，优化该品类UI展现、个性化召回等搜索场景产品功能。上线后露营CTR提升0.17%，CR提升0.82%。
- 标签挖掘：为满足非标用户体验优先的需求，协同NLP中心建设UGC内容挖掘能力用于标签生产。制定指标字典、形成验收上线SOP、进行AB设计及结果分析。生产特色体验类标签136个，覆盖商家1.4w+。

项目/校园经历

南京大学新闻传播学院计算传播中心助理(数据挖掘、教材编撰) 2022年4月-2023年1月

- 社交网络分析研究领域审稿工作;《数字营销》教材营销数据中台、搜索营销章节内容编写工作。

大学生创新创业项目-新咖啡(创始合伙人) 2018年12月–2022年12月

- 南京大学新闻传播学院创业项目，从0到1，打造"传媒理念"校园咖啡，任职期咖啡店实现稳步盈利。

南京大学新闻传播学院留英交流项目(留学生) 2019年9月-2019年12月

- 赴斯特林大学交换，期间筹拍英文微电影。总成绩95分，获紫金传媒学子海外研修奖学金二等奖。

个人技能

语言： 英语（熟练）；普通话（精通）

数据分析： Python / SQL / Excel；**产品设计：** Axure / Figma / Design / AI / PS；**用户调研**