

QIUYAO (CHO) WEI

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PROFESSIONAL SUMMARY

Strategic Product Leader with 6+ years of experience architecting high-impact user journeys across global B2C platforms. Proven track record of scaling engagement and retention by synthesizing complex data into agile, localized product features. Expertise in owning the end-to-end growth funnel—from MVP prototyping to C-suite reporting—in high-velocity startup and scale-up environments.

EDUCATION

IE BUSINESS SCHOOL

Master's in Digital Business and Innovation

Madrid, Spain

Sep 2022 – Jul 2023

INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS

B.S. in Business Administration, Information Systems; Minor: Spanish

Indiana, USA

Aug 2014 – Jul 2018

PROFESSIONAL EXPERIENCE

CAINIAO Spain S.L.

Product Operations & UX Lead

Madrid, Spain

Feb 2024 – Present

- Architected the product vision and roadmap for last-mile operations in Iberia, utilizing deep data synthesis to identify UX friction points and reduced first-attempt delivery failures by 27% (11% to 8%) through optimized user-facing workflows
- Shipped localized features at pace in a high-autonomy environment, bridging the gap between technical infrastructure and end-user satisfaction.
- Owned the localized user journey across 62 distribution centers, identifying UX friction points that directly impacted regional retention and service reliability.

SEDDI

Tech Product Owner (Graduate Internship)

Madrid, Spain

May 2023 – Nov 2023

- Conducted in-depth market research and user interviews to identify pain points and define product requirements for a virtual fitroom platform
- Created and communicated product roadmap and workflows based on user insights, business objectives, and technical documentation

World Family English, Ltd.

Tech Product Owner

Shanghai, China

Nov 2021 – Nov 2022

- Led the end-to-end implementation of a CRM SaaS platform, improving cross-functional efficiency by 20% and centralizing data to track Net Promoter Score (NPS) and long-term retention
- Managed 24 weekly sprints to launch a value-added MVP, collaborating with C-suite stakeholders to align product development with aggressive user acquisition targets
- Conducted daily workshops to map user journeys, utilizing A/B testing logic to refine the product backlog and optimize the sales-to-onboarding conversion funnel

PwC Business Consulting (Shanghai) Ltd.

IT Risk Consultant

Shanghai, China

Oct 2018 – Apr 2020

- Acted as a Systemic Guardian, remodeling SAP user authorization schemes for 100+ users to reduce workplace risk by 80% while maintaining operational fluidity
- Leveraged the ISACA framework to minimize ERP vulnerabilities, ensuring technical systems remained robust and compliant for high-stakes automotive industry clients

LANGUAGES

Mandarin (Native), English (Native, ESL/TESOL certified), Spanish (Fluent)

SKILLS

- Logistics Systems: Warehouse Management Systems (WMS), Last-Mile Delivery Operations, Supply Chain Optimization, Sorting Center Processes
- Product Management: Product Vision & Strategy, Roadmap, ROI Prioritization, A/B Testing, GTM, PLM
- Technical Acumen: Platforms, Distributed Systems, Data Analysis (Python), SAP, System Integration, APIs
- Methodologies & Tools: Agile/Scrum, Jira, Confluence, Process Mining, Customer Journey Mapping, UX Improvements, User Interviews, Stakeholder Alignment