

# YUSHI GUO

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## PROFESSIONAL SUMMARY

Results-driven Product Manager with 5+ years of international experience in tech industry. Proven track record of leading cross-functional teams to deliver impactful digital products and drive measurable business outcomes.

## COMPETENCIES

- Product Strategy: Product Vision & Roadmap, Go-to-Market Strategy, User Growth & Monetization
- Leadership & Execution: Cross-functional Team Management, Agile/Scrum Methodologies
- Data-Driven Analytics: Python, SQL, Tableau, GA4, BigQuery | A/B Testing & Experimentation
- Product Development Tools: Figma, Sketch, Axure RP, Adobe Creative Suite
- Languages & Certifications: English, Mandarin, Korean, and Hokkien | PMP, NPDP Certified

## EDUCATION

### University of San Francisco, School of Management

M.B.A., Finance & Data Analytics – Merit Scholarship (GPA 3.78/4.00)

San Francisco, U.S.

Aug 2017 – May 2019

### Shanghai Normal University, School of Business

Bachelor of Management, Financial Management – Top 20%

Shanghai, China

Sep 2010 – Jun 2014

## EXPERIENCE

### Ohmyhome Pte Ltd (Singapore) | Senior Product Manager | Dec 2024 – Oct 2025

- Spearheaded HomerAI, a proprietary AI-powered prop-tech platform from 0-to-1, partnering with data science and engineering teams to develop intelligent buyer matching algorithms, predictive pricing models, and conversational AI chatbot for property valuation and customer engagement
- Led end-to-end product strategy for a multi-country student accommodation platform, driving 0-to-1 launch of 6 product lines (websites, apps, WeChat mini programs, booking platform, CRM, CMS) across 5 key markets within 12 months
- Aligned cross-functional teams (marketing, sales, operations, engineering, and data) across global offices to consolidate requirements, define roadmaps, and deliver high-impact features using Agile methodologies, data-driven prioritization (RICE), and continuous experimentation (A/B testing)
- Drove comprehensive digital transformation initiatives, establishing SEO/SEM strategies and data analytics systems (GA4, Hex, Mixpanel, Looker Studio), achieving 200% organic traffic growth, 35% higher lead conversion, and 40% CAC reduction

### PentaQ Esports (Shanghai, China) | Head of Product | Aug 2020 – Aug 2024

- Directed a 10+ member cross-functional team and collaborated with leading game developers and tournament organizers to successfully deliver multiple esports and gaming products
- Spearheaded the end-to-end development of a B2C Esports App from concept to launch, achieving 400K MAU and over 100% retention growth; built a comprehensive B2B SaaS platform featuring 10+ modules that achieved 100% market share in its segment
- Pioneered the integration of cutting-edge technologies including AIGC, Web3 (NFT), in-game features, and WeChat mini-programs, driving product innovation and diversifying monetization strategies

- Contributed to successful launches of League of Legends: Wild Rift and Esports Manager, leading prototyping, numerical balancing, and content planning for key product features, ensuring optimal user experience and sustained product growth

#### **LaiOffer Inc. (Santa Clara, U.S.) | Data Analyst | Aug 2019 – Jun 2020**

- Extracted daily customer data from CRM system, utilized SQL to processed complex data, created real-time Tableau dashboards, to provide actionable sales performance insights
- Analyzed integrated data from multi-platform sources (LaiCode Programming Platform, Learning Management System and Zoom Cloud), and generated insightful reports that contributed to an average monthly sales revenue of over \$1M
- Automated the registration process with Python and VBA scripts, enhancing operational efficiency and reducing manual workload

### **PROJECTS**

#### **AI-Powered Prop-Tech Platform Development | Principal Product Manager | Dec 2024 – Oct 2025**

- Led 0-to-1 product development of HomerAI, an AI-driven real estate valuation platform
- Designed and launched intelligent buyer-seller matching algorithm – MATCH, analyzing property attributes, user preferences and behavioral data to improve match accuracy by 45%
- Developed predictive property pricing model leveraging historical transaction data, market trends, and location intelligence to provide real-time valuation estimates with 92% accuracy
- Built conversational AI chatbot powered by NLP for instant property valuation and customer engagement, handling 100+ monthly inquiries and reducing response time by 70%

#### **Dwell PBSA Digital Transformation | Principal Product Manager | Dec 2024 – Oct 2025**

- Directed large-scale digital program across 5 markets, coordinating delivery of 6 core product lines
- Launched IoT-powered student living app with smart access, facility management, and connected living features, improving experience and operational efficiency
- Established advanced analytics and SEO/SEM frameworks that delivered key metrics: 200% traffic growth, 35% higher conversion, and 40% CAC reduction

#### **League of Legends Pro League Live and Broadcast Support | Project Manager | Jun 2021 – Aug 2024**

- Developed real-time data integration systems supporting official LPL broadcasts
- Created web-based H5 tools and B2C data panels serving 5M+ peak and 20K+ average viewers
- Implemented AI-driven analytics for real-time data panels (eg. lineup strength, real-time win rates and first blood predictions, designed algorithms for MVP, Player of the Year, and other honorary awards selections)

#### **League of Legends: Wild Rift Game-Esports Integration | Product Manager | Dec 2021 – Jun 2022**

- Led end-to-end product development for TV and Esports features in collaboration with Tencent LightSpeed Studios and TJ Sports
- Managed product development lifecycle, encompassing market & user research, competitive analysis, product design (focusing on game economy and numerical systems)
- Drove user retention rate from 8% to 17% and achieved 5% conversion rate through new features