

SHANNON MA

Product Manager & Designer · Paris

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With hands-on experience in 0→1 AI SaaS (B2B and B2C) product design and management. Strong in UI/UX, PRD writing, Agile delivery, QA, product analytics, and AI-assisted workflows, with a background in HCI and Cyber Security.

WORK EXPERIENCE

AI SaaS Product Manager & Designer – CDI

The Patch by Zetos

Paris 11/2025 – 06/2026

- Owned design and delivery for **0→1 AI SaaS** platform across B2C career tools, B2B recruiter flows, and school dashboard. Created UX flows, prototypes, PRDs, and QA criteria. Built the official website using **Lovable** to accelerate go-to-market. Supported **6k users**, **3 paying B2B clients**, and **3 KA PoCs**.
- Designed a modular PoC framework that reduced client-specific dev time by **96%** (2 weeks to 0.5 days), using configurable templates and structured requirement collection.
- Designed **beta-test** flow and quantitative/qualitative feedback loops. Implemented **Mixpanel** for tracking and data analysis. Converted user tickets and test feedback into product improvements.
- Leveraged AI tools to accelerate prototyping and PRD writing. Led the team's transition from **Waterfall to Agile**, established new sprint workflows and rituals to stabilize delivery in a fast-paced environment.

UI/UX Designer Intern

Inria

Île-de-France 03/2024 – 09/2024

- Conducted UX research on onboarding design methods for complex **data visualization**, and ran **user studies and interviews**. Applied the findings to define a tailored UX framework for IPCC Interactive Atlas.
- Designed 2 onboarding flows on Figma; ran **A/B tests** to compare task success, usability, and user engagement.
- Implemented the final interface using Vue.js and D3.js.

Product Manager – CDI

Tencent

Shenzhen 09/2021 – 06/2022

- Launched and managed a **B2B SaaS** DevSecOps product suite by commercializing internal tools for enterprises.
- Defined **GTM** strategy and roadmap, reached **30%** client conversion rate, and generated **€2M+** revenue from **10+** enterprise clients.
- Collaborated with cross-functional team to streamline products and align them with the enterprise standard.
- Designed and delivered training sessions and product knowledge base, reaching **1,000+** cross-functional staff.

Project Manager Intern

Alibaba

Hangzhou 06/2021 – 09/2021

- Analyzed **500+** support tickets to identify pain points, led a **new SOP** improving complaint resolution workflow.
- Coordinated cross-functional teams to support B2B products and cloud service delivery.
- Supported development and training of an AI emotion detection model; improved accuracy from **74% to 94%**.

EDUCATION

Master's in Human-Computer Interaction Design 2023–2024

Université Paris-Saclay, IDF, France

Master's in Human-Computer Interaction Design 2022–2023

KTH – École royale polytechnique, Stockholm, Sweden

Bachelor's in Cyber Security 2018–2022 GPA 3.71/4

Sichuan University, Chengdu, China

SKILLS

Product Management, Agile/Scrum, UI/UX, Prototyping, Web Development, Data Analysis, Data Visualization, User Research, Usability Testing, QA/UAT, AI Workflows

CODING

C, Python, HTML5, CSS, Vue.js, Node.js, JSON, Java, SQL

TOOLS

Figma, Webflow, Canva, Sketch, Procreate, Notion, Mixpanel, Miro, OpenProject, Linear, Midjourney, Krea, Lovable, Claude, Codex, ElevenLabs

LANGUAGES

English (bilingual) Mandarin (native) French (B1)