

SHANNON MA

Product Manager & Designer · Paris

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WORK EXPERIENCE

AI SaaS Product Manager & Designer – CDI

The Patch (By Zetos)

Paris 11/2025 – Present

- Owned design and delivery for **0→1 AI SaaS** ecosystem, including B2C career tool, B2B recruiter flow, and school dashboard. Secured **6k users**, **3 paying B2B clients**, and **3 KA PoCs** via rapid prototyping and PRD definition.
- Designed a modular PoC framework that reduced client-specific dev time by **96%** (2 weeks to 0.5 days). Personally built and launched the official website using **Lovable** to accelerate the go-to-market.
- Utilized AI tools to accelerate the creation of prototypes and PRD. Designed quantitative & qualitative **beta-test** questionnaires, instrumented **Mixpanel** for tracking user behavior, to drive data-led decisions.
- Led the team's transition from **Waterfall to Agile**, established new sprint workflows and acceptance criteria to stabilize delivery in a fast-paced environment.

UI/UX Designer Intern

Inria

Île-de-France 03/2024 – 09/2024

- Led overview UX research on onboarding design methods for complex **data visualization**; conducted **user study and interviews**; applied the findings to build a tailored UX framework for IPCC Interactive Atlas.
- Designed 2 onboarding flows on Figma; ran **A/B tests** to compare usability and user engagement.
- Implemented the final interface using Vue.js and D3.js.

Product Manager – CDI

Tencent

Shenzhen 09/2021 – 04/2022

- Launched and managed a **B2B SaaS** DevSecOps product suite by commercializing internal tools.
- Collaborated with a cross-functional team to streamline products and to align with the enterprise standard.
- Defined **GTM** strategy and roadmap, reached **30%** client conversion rate, and generated **€2M+** revenue from **10+** enterprise clients.
- 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 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 Methodologies, UI/UX Design, Web Development, Data Analysis, Data Visualization, User Research, Usability Testing, Wireframing, Prompt Engineering

CODING

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

TOOLS

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

LANGUAGES

English(C1) Mandarin(native) French(B1)