

CHIHYING (BRIAN) CHEN

Los Angeles, CA | (619) 953-9253 | brianchen.cyc@gmail.com | bcychen.xyz | linkedin.com/in/bcychen

SUMMARY

AI-native product manager and founder with experience shipping 0-1 SaaS products and driving early traction. Combines technical fluency with strong GTM and analytics, and rapid execution to define MVPs, run user research, and scale adoption in fast-moving startup environments.

EXPERIENCE

Co-Founder & Product Lead, PonPon Interactive, Los Angeles, CA 10/2025 - Present

- Launched PonPon, a remote gachapon e-commerce platform letting users spin real Japanese capsule machines online
- Shipped end-to-end product experience including token economy, inventory engine, shipping flow, and Stripe payments
- Built full-stack architecture (React + Firebase + CI/CD), optimizing API latency and automating logistics workflows
- Acquired 50+ users in 2 weeks and converted first paying customers through TikTok/Instagram content experiments

Founder, DishSpy, San Diego, CA 07/2025 - 10/2025

- Launched DishSpy, an AI-powered menu discovery app; onboarded 20+ closed beta testers with 70% weekly retention
- Developed MVP using AI-native development methods, achieving search cost < \$0.04/query and rapid iteration cycles
- Built LLM-powered menu-parsing pipeline and integrated Google Place API to deliver real-time recommendations

Growth & Product Associate, CheckIt Analytics, San Diego, CA 03/2025 - 09/2025

- Launched early-user acquisition campaigns boosting demo signups by 65% and shaping initial product-market fit
- Managed social channels and produced AI-powered investment short-form content, expanding investor awareness
- Conducted competitor analysis and user research to refine value proposition and pricing/onboarding strategy

Product Management Intern, WORCA, Los Angeles, CA 09/2024 - 06/2025

- Conducted user interviews and journey mapping to define product roadmap for new invoicing tool releasing in 2025Q2
- Improved talent-matching efficiency 35% by integrating multi-source data and implementing AI skill tagging
- Built LinkedIn parser enriching internal database with 500+ company profiles, streamlining recruiter workflows

Senior Business Analyst, Eslite Corporation, Taipei, Taiwan 10/2021 - 06/2023

- Built ETL pipelines and deployed personalized recommendation engine, increasing MAU by 40%
- Automated competitor-driven e-commerce pricing workflow, reducing turnaround time 90%
- Executed segmentation and CLV model informing membership redesign and generating \$53M in incremental revenue

Marketing Analyst, eLAND Information Co., Ltd., Taipei, Taiwan 06/2019 - 05/2021

- Delivered digital strategy and social monitoring solutions for enterprise clients, exceeding KPIs by 25%
- Developed ML-based predictive framework improving accuracy 35% and enabling 100x data scaling
- Launched government CDP consolidating 20+ sites and 200K+ profiles, driving digital engagement by 150%

EDUCATION

Master of Business Administration (MBA), Rady School of Management 06/2025

University of California, San Diego, CA | GPA: 3.8/4.0

- Certificates: Finance; Design and Innovation
- Leadership: VP of Finance, Rady Consulting Club; Rady Venture Capital Club

Bachelor of Science, Psychology 06/2018

National Chung Cheng University, Chiayi, Taiwan

SPECIALIZED SKILLS

- **Programming**: SQL, Python, JavaScript, React
- **Cloud/DevOps**: Google Cloud Platform (Cloud Functions, Firestore), Firebase, Vercel. Github CI/CD
- **Data Platforms**: Snowflake, BigQuery, MongoDB Atlas
- **Analytics & Visualization**: Tableau, Power BI, GA4, SAP, Excel (VBA)
- **Product Tools**: Figma, Jira, Miro, Notion