

ESTHER ZENG

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SUMMARY

Product Manager with a technical background in computer science, experienced in translating stakeholder needs into user stories, technical requirements, and scalable product features. Skilled in Agile collaboration with engineering teams, and designing user-centric digital experiences. PMP-certified and passionate about bridging business intent with technical execution.

SKILLS

Product & Tools: Certified Project Management Professional (PMI), product planning & operations, agile collaboration, requirements documentation, Figma, Sketch, XMind, Jira, Confluence

Data & Technical Skills: Python (Pandas, NumPy, Matplotlib), SQL, NoSQL, PostgreSQL, RESTful APIs, SDLC

WORK EXPERIENCE

CinoCore (digital health startup, spun off from LinkDoc)

Shanghai, China

Product Manager

October 2021 – October 2022

- Led cross-functional collaboration between engineering, clinicians, and operations to define software requirements for a pulmonary rehabilitation Digital Therapeutics platform
- Conducted stakeholder interviews and translated business and clinical needs into technical requirements, user stories, and product specifications for engineering teams
- Coordinated Agile sprint cycles and prioritized product backlog to align development milestones with business objectives
- Contributed to securing **the first NMPA approval for an oncology DTx in China**, enabling partnerships with leading hospitals and supporting **5,000+** patients annually

ZhongAn (online P&C insurance company)

Shanghai, China

Senior Product Specialist

November 2020 – August 2021

- Analyzed user behavior and business data to identify feature opportunities and optimize the ZhongAn Insurance mobile platform
- Led the accident insurance product line, launching 8 new products in 6 months and increasing overall premiums by 86%, and policies per user **by 44%** through targeted product strategies

Tencent Trusted Doctors (healthcare service group, acquired by Future Doctor)

Shanghai, China

Product Specialist

June 2019 – November 2020

- Led product planning for healthcare services on WeChat Mini Program and web platforms targeting C-end users, leveraging user behavior analytics and structured funnel analysis to guide feature iterations that scaled the user base to **1M+**
- Designed event-tracking schemas and standardized metric definitions for user engagement and appointment workflows in WeChat Mini Program; wrote **SQL queries** to validate data integrity, analyze booking funnel performance, and ensure consistency between raw event logs and reporting dashboards
- Collaborated with engineering teams to build internal in-house CRM and marketing systems, reducing integration effort **by two-thirds** and supporting **30+** partner onboardings in 6 months, boosting efficiency and business growth

PROJECTS

Community Assistant

React, Node.js, PostgreSQL, Redis, Docker, AWS

- Built a full-stack platform for community request and volunteer appointment management using **React, Node.js, Express**, and **PostgreSQL**, with JWT authentication across **18+ RESTful API** endpoints
- Implemented a **Redis** caching layer on high-frequency read endpoints with 60s TTL and write-through invalidation, reducing redundant database queries and exposing real-time hit-rate metrics via a dedicated /metrics/cache endpoint
- Dockerized all services with **Docker Compose**, deployed to **AWS EC2**, and automated testing and deployment via GitHub Actions **CI/CD** pipeline

Research: Reproducible Dataset of Obfuscated Android Malware

Python, Docker

- Designed a dual-pipeline data processing workflow to ingest, transform, and annotate **12,000+** Android malware samples from multiple repositories, enabling reproducible cybersecurity dataset generation
- Built automated **Python**-based batch processing pipelines to apply **17+** obfuscation techniques using Obfuscapk, generating **7,900+** synthetic obfuscated malware variants with an **82%** pipeline success rate
- Integrated an optional **LLM**-powered validation layer using **prompt engineering** (GPT, Claude), benchmarking API-driven and agent-based workflows to evaluate detection accuracy and cost-efficiency trade-offs

EDUCATION

Northeastern University

Vancouver, BC

M.S. in Computer Science; GPA 4.0/4.0; Mastercard Scholarship for Research Capstone

December 2025

Shanghai University of Finance and Economics

Shanghai, China

Bachelor of Management in Real Estate Management

June 2016