Jasmine Lee, PMP

(626) 588-8668 | jasminelee1612@gmail.com| https://www.linkedin.com/in/jasminelee16/

SUMMARY

Product Manager and PMP who takes products from discovery to launch, turning user research and data into prioritized roadmaps that raised on-time payments by 85% and retention by 35%.

WORK EXPERIENCE

Product Manager | Hispanic Business Association (Atascadero & Paso Robles Chambers of Commerce) Oct 2024 - Dec 2025

- Led 20+ designers and developers to launch a bilingual web platform replacing paper and spreadsheets, cutting admin time from 3 hours to 5 minutes (97%).
- Raised on-time payments by 85% and retention by 35% across 30+ member businesses by A/B testing reminder emails and shipping automated reminders.
- Turned 10 stakeholder interviews and 5 usability tests into a prioritized roadmap and Jira user stories, ranking work by impact vs. effort.
- Ran sprint planning, UAT, and go/no-go reviews with a new QA checklist, fixing critical bugs within a week and shipping a release every sprint.

Business Team Design Lead | Cal Poly Racing Dec 2024 - Oct 2025
Merchandise, Apparel, and Content Designer Feb 2024 - Dec 2024

- Redesigned the online merch store and product pages using Google Analytics and customer feedback, helping product drops sell out.
- Aligned engineering, business, and sponsor teams on schedules, design reviews, and dependencies, keeping test days and deliverables on track.
- Grew Instagram by 28K followers through product and sponsor content.
- Consolidated slow-selling SKUs using sell-through data, sharpening the merch assortment.

Product Design & Marketing Consultant | Holvan Group Sep 2024 - Dec 2024

- Researched competitors and hospital buying criteria to shape product positioning and launch materials for a company serving 30+ hospitals.
- Cut CEO review time from 1 hour to 15 minutes (75%) by consolidating feedback, tracking versions, and presenting decision-ready recommendations.

Product Designer | Ecologistics Oct 2023 - Jun 2024

- Partnered with developers and PMs to scope, usability-test, and launch the Ecologistics website, turning test findings into prioritized design fixes.
- Designed dashboard charts and filters that replaced manual tracking with self-serve data.

Team Lead (Project Manager) | Bing's Bao Buns Apr 2023 - Jun 2024

- Led packaging design to first place internationally, sequencing FDA labeling, supplier lead times, and drop, lab, and field testing to hit deadlines.
- Resolved a supplier quality issue by tracing its root cause with suppliers and industry experts, keeping production schedules and lead times on track.

SKILLS

Product: Roadmaps, User Stories, Backlog Prioritization, A/B Testing, User Research, Agile, UAT
Data: Google Analytics, Tableau, Excel (Pivot Tables), SQL, KPI Tracking, Usability Testing
Tools: Jira, Confluence, Figma, GitHub, Mailchimp, PowerPoint, Lucidchart, HTML/CSS

CERTIFICATIONS

- Project Management Professional (PMP) — Project Management Institute (PMI), 2026
- Professional Scrum Product Owner I (PSPO I) — Scrum.org, 2026

EDUCATION

California Polytechnic State University, San Luis Obispo
Bachelor of Science in Graphic Communication, Concentration in User Experience/User Interface