

Xincheng (Evan) Yao

AI Product Leader

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AI-native Product Engineer specialized in translating complex stakeholder needs into functional AI workflows. Expert in rapid prototyping using AI-assisted tools (Cursor) and building internal automations. Dedicated to bridging the gap between cutting-edge AI capabilities and practical, scalable business solutions.

Personal Projects & AI Portfolio

Content Design Workflow Tool

Internal tool for content teams to build repeating patterns with AI personalization.

Anonymous Feedback Agent

End-to-end automated system for gathering and synthesizing anonymous feedback.

AI Invoice Agent

Automated invoice generation from email threads using intelligent AI agents.

Data Visualization

Architected and delivered 100+ high-impact internal reports featuring advanced visualizations. Leveraged expert-level SQL to transform raw complex datasets into strategic dashboards that drive executive decision-making.

Experience

PlanetArt

8 yrs 7 mos total

Director of Product Development

SEP 2025 - PRESENT

- Overseeing product strategy for 20+ e-commerce brands with diverse go-to-market strategies.
- Partnering directly with the Head of AI to identify high-impact opportunities for automation and product innovation across a portfolio of 20+ diverse e-commerce brands.

Assc. Director of Product Development

MAR 2024 - SEP 2025

- Built lightweight prototypes and automations for internal teams, effectively balancing rapid prototyping speed with necessary engineering quality.

Sr. Product Manager

OCT 2019 - MAR 2024

- Responsible for setting product strategy, understanding customer needs through analytics, creating coherent product vision, and go-to-market plans.
- Maintained product backlog, prioritized features, and defined development roadmaps with overseas and local teams. Wrote detailed functional specs and user stories.
- Utilized data-driven decision making and analytics monitoring for revenue-based prioritization.
- Provided cross-functional leadership across SEO, database, QA, and data analysis teams.
- Designed robust prompt chains, agentic workflows, and structured data outputs to solve complex e-commerce challenges and streamline operations.
- Managed the full product lifecycle for AI integrations, from initial requirements gathering to final deployment and user training.
- Led cross-functional teams of developers and designers to build high-priority, AI-driven features.

Product Manager

OCT 2018 - OCT 2019

QA Engineer

DEC 2017 - OCT 2018

Skills

AI & ENGINEERING

Prompt Engineering

Agentic Workflows

AI Prototyping

AI TOOLS

Cursor

PRODUCT STRATEGY

Roadmapping

Agile/Scrum

SQL

Education

Zhejiang University of Technology

Bachelor's Degree, Information Technology

2012 - 2016