Yifei Fang

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EDUCATION

Vanderbilt University   August 2023 - May 2027
B.S. Computer Science & B.A. Economics • GPA: 3.55   Nashville, TN
Organizations: Product Space, Theta Tau Engineering Fraternity, Table Tennis Travel Team
Coursework: Systems Engineering, Econometrics, Technology Strategy, Algorithms, Statistics, Intermediate Software Design

PROFESSIONAL EXPERIENCE

Atlog (YC X25) • Product Management Intern   Sep 2025 - Present • New York, NY
- Interviewed 15+ tire company stakeholders to identify friction in lead conversion and post-sale engagement, driving a redesign of the AI agent that boosted average response rates by 22% and delivered a 15% lift in engagement ROI.
- Refined product positioning and go-to-market strategy based on insights, driving 40% increase in new shop conversions.

Boost Mobile (via DISH Network) • Product Management Intern   Jun 2025 - Aug 2025 • Littleton, CO
- Saved $100,000 annually in support costs by optimizing the login flow and analyzing 250,000 service calls using SQL.
- Reduced login drop-off rates by 30% for 20,000 monthly users by defining product specs, acceptance criteria, and KPIs.
- Increased app downloads by 5% and autopay setup by 10% by optimizing post-activation onboarding flows and emails.
- Led cross-functional collaboration across engineering, design, UXR, and QA to prototype, validate, and implement an improved onboarding experience with user data from behavioral funnel analysis, heatmaps, and user journey mapping.

Be The Source • Engineering Manager   Sep 2024 - Aug 2025 • Thornton, CO
- Reduce operational costs by $10,000 annually by developing an LMS for 4000+ monthly active users across 42 states.
- Led 10 student developers and designers in Agile environment, managing product roadmap and feature prioritization.
- Defined technical requirements in PRD from nonprofit and user needs, aligning developer tasks and narrowing scope.

UrbanGate Capital • Product Development Intern   May 2024 - Oct 2024 • Nashville, TN
- Drove $500,000+ in crypto loans by spearheading end-to-end development of a full-stack fintech platform for investors.
- Reduced loan approval time by 50% with competitive analysis, 15 user interviews, and UX audits to streamline processes.
- Increased site traffic by 30% with A/B testing to streamline navigation, standardize design systems, and enhance SEO.

Nissan • Product Design Intern   Mar 2024 - May 2024 • Nashville, TN
- Applied design thinking with a 5-person team to increase EV adoption through user research, ideation and prototyping.
- Interviewed 15+ potential EV users and mapped customer journeys to identify range anxiety as a primary adoption barrier.
- Designed a high-fidelity app prototype and presented demo and data to stakeholders as an opportunity to drive adoption.

The Wond'ry • Product Management Intern   Feb 2024 - May 2024 • Nashville, TN
- Led customer discovery for idea management app by identifying key user segments and conducting 20+ user interviews.
- Synthesized data into user personas and insights, advising leadership to discontinue a misaligned $2,000/year platform.

LEADERSHIP & EXTRACURRICULARS

Figma • Campus Leader   Aug 2025 - Present
- Organized campus design and community events, reaching 400+ students and increasing active Figma users by over 100.
- Generated over 10,000 impressions on social media by designing posts and ads about events and educational content.

Change++ • VP of Events & Internal Bonding   May 2025 - Present
- Grew internal event attendance by 30% by organizing workshops, socials events, and cross-team mixers for 80+ students.
- Planned and executed 10+ public events with other student organizations, drawing 300+ students to grow interest in tech.

PROJECTS

GownCard • Designed mobile app prototypes to streamline preference tracking for surgeons and nurses, reducing delays in the operating room. Led user research with 10+ clinicians and collaborated with 6-person team to define UI/UX.
Friends Life • Developed a mobile app for nonprofit Friends Life to simplify attendance tracking for 75 caregivers and 150 individuals with disabilities. Saved $4,000 annually in operational costs. Built API endpoints and frontend in an Agile team.

SKILLS & INTERESTS

Tools: Figma | Jira | Git | Excel | Snowflake | SQL | Google Analytics | Squarespace | Notion | Quantum Metric
Skills: Product Strategy | User Research | Journey Mapping | Wireframing | Prototyping | Data Analysis | Roadmapping
Interests: Table Tennis | Big Chungus | Vlogging | Electric Guitar | Running | Films | Philosophy | Anime | Eating