

Chenxue Branny

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SUMMARY

8years+ Digital product Experience, Passionate about translating data into clear strategic insights. Committed to driving efficiency and customer-centric excellence through analytical rigor and continuous improvement, Master's from FHNW, B-Permit Holder.

WORK EXPERIENCE

Malim Mobility

IT solution consulting (20%)

Switzerland

Jun.2025 – Now

- Planned a business strategy, competitor analysis, and implemented Website development, and launched online.

Goldoak GmbH

Product Manager (80%)

Switzerland

Mar.2024 – Mar.2025

- Analyzed Dutch market trends, customer behavior, boosting product visibility and customer engagement.

Developed Digital automated marketing processes and Power BI KPI and Data Management in E-commerce.

Weiju Tech

Product Owner

China

Sep.2022 – Mar.2024

- Managed the development of an Ecommerce SaaS dropshipping system, Brazil's logistics systems (ERP) from scratch 0-1, defining KPI according to different dimensions. Provided Training for product Team of implementing user growth strategies (NPS) to optimize Product Lifecycle Management.

TCL New Tech

Product Owner

China

Mar.2020 – Sep.2022

- Led AIxIoT and smart home product development and digitalization, Integrated R&D for the electrical kitchen appliances, electrical engineering products into the digital strategy and Application(IOS/Android) solution, Agile Management product backlog in conference driving UI and developer team feature requirements.

Lazada Tech

Product Designer

China

Sep.2016 – Mar.2020

- Refine E-commerce seller center design system (UED) for both administration and seller-facing CRM system, Designed UI/UX a "User Growth Coins" system and dashboard, which improved process efficiency by 60%.

SKILL & CERTIFICATE

Certificate: PMP (Project Management Professional),

Analysis & AI: Business Analysis, Process Modelling, PgvectorSQL, Cloud, Azure, M365auto, RAG..

Agile & SCRUM: Agile/Scrum, Digital Strategy.

Sprachen: English (Fluent), Chinese (Native), German (B2 – Preparing)

EDUCATION

FHNW – Hochschule für Wirtschaft

Master of Science in Business Information Systems

Switzerland

Mar.2023 – Sep.2024

Core Focus: Business & IT Alignment, Business Intelligence, AI Models, Supply Chain Management,

Master-Thesis: Generative AI-Assistant in E-Commerce-Business Thesis

Digital Solutions project Applied in Switzerland Company:

- Business Intelligence Hiring Solution for **Ewance**
- Sustainability Recycling Supply Chain Management for **Swisscom**
- FDH Operations Process Management for **Baloise FDH**

PROJECTS

Swiss Projects

Malim mobility website

Jun. 2025 – Present

- Engineered an integrated EV subsidy tracker and ROI calculator for the official site to drive lead generation.
- Architected and deployed a cloud-based mobility consulting platform based on comprehensive competitor analysis and charging tech research, built PgvectorSQL deploy on cloud and launched online.

Hampelmann shopify

Mar. 2024 – Mar. 2025

- Contributed to the expansion of the Hamplment Sustainable children's toys platform by optimizing product listings and enhancing customer engagement. Define the strategy from achieving children's future dream job to classify toy selling category and segmentation.
- Analyzed Dutch market and order data to optimize operational workflows; reactivated legacy users through holiday events and email marketing, improving user experience and payment conversion by 20%.

IT Product Consulting & Analysis

Oppo Mobile

Sep.2021 – Mar.2022

- Provided strategic guidance to OPPO mobile phone company's digital product teams, enhancing user engagement through optimized product features such as NPS analysis and data dashboard tracking NPS kpi for future Product experience improvement.
- Organized workshops and synthesized results from quantitative/qualitative research; developed user cases to help teams better integrate with technical products such as Cloud and NFC services.

E-commerce & Logistics Project

Anjun express Brazil Logistics system

Mar.2022 – Jan.2023

- Architected data modeling and structures to facilitate seamless API integrations with the Mercado Ecommerce platform and last-mile service Correios. And Designed prototypes and interactions for backend systems and mobile operational software; managed cross-border development teams to meet diverse business requirements.
- Analyzed logistics status data to monitor lead times from order to last-mile delivery, achieving a 60% increase in overall operational efficiency.

Lazada seller center / Operating center

Sep.2016 – Mar.2020

- Refined the UED design system for both admin and seller-facing CRMs; designed a "User Growth Coins" gamification system that increased engagement among 1 million sellers by 60%.

Rucy Korean shopping e-commerce software

July.2019 – Sep.2020

- Co-defined a fashion recommendation strategy with the Korean team; led the UI/UX design and prototyping for iOS/Android platforms; managed agile development and A/B testing to launch the app within 4 months.

End - End Projects

TCL Samt home app

Mar.2020 – Sep.2022

- Defined feature roadmaps for "White Goods" to improve UX; designed provisioning and pairing workflows across LAN/PAN, LPWAN, and Cellular networks based on specific user scenarios.
- Leveraged product usage data to iteratively optimize the interaction and security protocols between digital interfaces and physical hardware.

Master Wan O2O Home repair and installation software

Sep.2019 – Mar.2021

- Spearheaded UI/UX for Master Wan and IKEA O2O platforms; implemented service rating systems, "Gold Coin" rewards, and voice-ordering strategies to enhance platform visualization and experience.
- Iteratively improved platform performance through in-depth user interviews and Customer Journey Mapping.