

Vinh Luong

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RELEVANT EXPERIENCE

Microsoft, Inc.

Senior Product Manager

Seattle, WA

May 2023 - Current

Led a cross-company effort to resolve auth and usability friction for 1.2B Microsoft consumer accounts.

- Defined & drove account checkup experiences, reducing telecom costs by \$1.1M per quarter.
- Scaled account checkup experiences across Windows, web, and mobile platforms reaching 90% of 1.2B users.
- To date, checkups have helped 140M+ resolve authentication friction & bolster mobile engagement.

Product Manager 2

September 2021 - April 2023

Drove the redesign and modernization of the entire Settings application for Windows 11.

- Coordinated UX, eng., & accessibility across 30+ partner teams, redesigning 120+ Settings pages.
- Defined roadmap for in-app search and launched initial features, increasing clickthrough by +30%.
- These efforts lifted app usability metrics by +20% & named Settings as the top 3 Win11 features.

Product Manager

June 2019 - August 2021

Led campaign strategy & redesign of the end-to-end Insider experience lifting acquisition & retention.

- Drove platform improvements to streamline user opt-in & bolster awareness, lifting update adoption by 18%.
- Partnered with marketing to define outreach strategy, growing our active user base by 11% in FY20.

General Electric, Inc.

Product Designer

Ann Arbor, MI

May 2018 - January 2019

- Led research, design, & validation of a new hiring tool that simplified onboarding for field engineers.
- Assessed user needs to design new data visualization features for GE's asset maintenance app.

Ecotone Renewables

Founder & Product Lead

Pittsburgh, PA

October 2015 - May 2018

Founded an ag-tech startup to tackle food insecurity and distribution within urban food deserts.

- Raised pre-seed capital totaling \$125,000 to drive research, design, & development of deployable farm units.
- Launched North America's first portable aquaponics farm, generating over 1,000lbs of produce a month.
- Drove licensing and manufacturing partnerships, scaling the business to Washington, California, and Sweden.

PROJECTS

3D Environment Modeling

3D Motion Designer

Seattle, WA

January 2023 - Present

- Digitally rebuilding my favorite film photography landscapes as virtual Cinema4D scenes.

Microsoft Surface Paper

Product Manager & Video Editor

Seattle, WA

January 2023 - Present

- Incubated & pitched a new e-ink device category to Microsoft Surface hardware team, gaining exploratory resources..
- Iterated over multiple product storyboards and video edits to create a concise product ad.

EDUCATION

University of Michigan

Bachelor of Science in Information specializing in Data Analytics & Human Computer Interaction.
(Magna Cum Laude, GPA: 3.89)

Ann Arbor, MI

BACKGROUND & SKILLS

Product: Competitive Analysis, Feature/Product Specifications, OKRs, Prioritization, Strategic Roadmapping.

Data & Design: Python, SQL, Excel, C4D, Figma, Interaction Design, ProtoPie, Sketch, Storytelling.

Management: Concise Communicator, Cross-Team Coordination & Collaboration, Diplomacy, Empathetic.