

Tzuan Huang

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PRODUCT LEADER / FOUNDER - CONSUMER AI, MARKETPLACES, 0->1

I build consumer products around new technology, then stay close enough to the numbers to know if people actually changed their behavior. Right now at Mercari I lead PM and ML teams working on GenAI agents, shopping experiences, and internal AI tools. Earlier work spans marketplaces, media subscriptions, payments, gaming, and e-commerce startups across Japan, China, Taiwan, and the US.

Relevant lanes: consumer AI agents and assistants | 0->1 product discovery | marketplace growth | user behavior and retention | product analytics | founder/operator | PM/ML/design partnership

EXPERIENCE

Mercari - Tokyo | Principal, AI Products & Commerce | 11/2023 - Present

- Lead PM and ML engineering teams working on horizontal AI products across Mercari, from marketplace listing flows to shopping assistance and internal productivity.
- Shipped GenAI agents into the C2C listing experience; listing completion rose 57% and time-to-list fell 64%. The project became a company OKR rather than a one-off experiment.
- Launched Buyer Assist, an AI shopping assistant that increased time spent by 27% among light users and helped move 3M+ users into medium-engagement segments.
- Shipped an agentic shopping flow on the mobile home surface, driving 1.3% downstream GMV lift in three months.
- Built Ellie, an internal AI suite adopted by 95% of 2,200 employees, with estimated savings of 8-20 hours per person per week.
- Work closely with ML, data, design, and business teams on the questions that make AI products useful: where the model helps, where it confuses users, and what the product should do when confidence is low.

Amazon - Tokyo | Principal Product Manager | 11/2022 - 11/2023

- Built a new vendor-service business from zero to ¥150M FCF in the first three weeks; the operating playbook was later rolled out to EU regions.
- Led PM and program execution with Operations, Finance, Legal, and category teams; ROI model adopted by worldwide Amazon Vendor Services teams and tied to a 4-6% sales lift.
- Launched Loyalty Enhance Manager, increasing LTV of high-value vendors by 17%.

SmartNews - Tokyo | Principal Product Manager | 06/2021 - 10/2022

- Built an in-app subscription marketplace that delivered ¥17M net profit in pilot and improved reader retention from 25% to 37%.
- Managed a 12-person Japan/China team and set up PGC/UGC content pipelines that reduced cost per article by 23%.
- Worked on a consumer media product where habit, trust, content quality, and lightweight onboarding mattered as much as feature scope.

Alibaba.com - Hangzhou | Lead Product Manager | 12/2018 - 05/2021

- Managed product managers, project managers, and data scientists, with 8 direct reports and 41 skip-level team members.
- Owned conversion and membership strategy for Alibaba.com; increased CVR by 42% in six months and drove RMB 450M revenue from the Pro Buyer program.
- Improved homepage and category conversion through recommendations, themed discovery, and category-specific user flows.

Rakuten - Tokyo | Group Product Manager | 07/2016 - 12/2018

- Grew the international Points marketplace more than 10% month over month, including 7-9% GMV growth from a mobile app revamp.
- Re-architected infrastructure and reduced annual operating expense by ¥46M.

Installments - San Jose / Taipei | Head of Product | 06/2014 - 12/2016

- Founding team member responsible for product and project management across a startup payments platform.
- Pivoted the business from marketplace to payment solution, helping secure \$1.9M in seed funding.
- Designed pricing and anti-fraud approaches and negotiated ACH partnerships with three banks in the US and Taiwan.

FOUNDER & EARLIER CONSUMER WORK

MyDepot - Co-Founder & CEO (2019 - 2022): Co-founded and scaled a dropshipping e-commerce business; exited with roughly 200% return.

PaaxSoft - Co-Founder (2013 - 2014): Released two mobile apps, kept the company cash-flow positive, and was acquired by a larger startup.

Sea / Garena - Senior Publishing Manager (2012 - 2013): Oversaw League of Legends publishing in APAC, doubling MAU and increasing ARPU.

Ubisoft - Project Manager (2012): Managed validation and distribution for cloud gaming; released 3 AAA titles and 20+ smaller games.

Blizzard Entertainment - Project Lead / Analyst (2009 - 2012): Led localization work for StarCraft II, World of Warcraft, and Diablo III across APAC releases.

EDUCATION & LANGUAGES

University of Nottingham, England - B.Sc. in Psychology | Subsidiary in Statistics and Business Management

Languages: English (Native), Chinese (Native), Japanese (Conversational)