

JESSICA MAN

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EXPERIENCE

Microsoft | Product Manager 2, Surface AI Tablets + Multimodal AI Accessories Lead

Aug 2024 - Present / Redmond, WA

- Defined AI **product strategy and roadmap** for Surface products, delivering **\$112M gross margin and 5.4x ROI** by identifying opportunities in the market landscape and aligning cross-platform vision across Copilot, Surface, and Windows
- Led the launch of the 12-inch Surface Pro AI PC [**Esquire's Best Tablet 2025**] by **coordinating 100+ global stakeholders** across engineering, PgMs, design, and GTM, and presenting strategic recommendations to CVP leadership 3x weekly
- Wrote PRDs and defined **multimodal AI** features (touch, pen, vision, haptics, voice) by synthesizing user research, customer feedback, and product reviews, driving end-to-end product development and UX across PC and accessory form factors
- Spearheaded telemetry and first-party sales data pipelines, **maintaining 40%+ gross margin** by tracking MAUs across Windows apps (Edge, Office, Copilot) and surfacing performance insights across retail and commercial channels
- Created consumer and commercial feature demos for Microsoft Copilot+ AI PCs at **3+ press events**, partnering with marketing/PR teams to expand market awareness by showcasing productivity and creative app workflows to content creators and journalists

Microsoft | Product Manager, Surface Typecovers Lead (high performer recognition)

Jul 2022 - Aug 2024 / Redmond, WA

- Owned product strategy for AI accessories generating **18x ROI and \$37M gross margin** by leading teams across engineering, design, GTM, and finance and aligning on product truth—prioritizing between schedule, performance, user experience, and cost
- Shipped **3 products in 12 months** through iterative prototyping with design and engineering, establishing KPIs and monitoring sales performance and customer reviews to inform roadmap decisions and future releases
- Defined **accessibility-first input devices** (bold keyset, adaptive touchpad, Copilot key) that enabled intuitive interactions for users with mobility and vision impairments, expanding market reach and productivity for underserved audiences
- Led in-field consumer research across Los Angeles, Seattle, and New York City to understand user workflows and feature preferences, translating findings into product improvements that enhanced Gen-Z customer satisfaction and marketing campaigns

FORGE Design Studios | Co-Founder, Product Manager and Designer

Sep 2019 - May 2022 / Boston, MA

- **Built Boston University's first design agency with 100+ designers** by creating access to mentorship and product incubation for students with non-traditional backgrounds, committing to making design accessible to all
- Designed and **scaled internship program for 20+ students per cycle** by building repeatable project workflows and client handoff processes—enabling SMB clients to work with designers of varying skill levels and for students to gain work experience
- Grew annual US-wide designathon to **150+ participants (50%+ YoY)** by securing partnerships with Adobe and Sketch, creating community engagement systems, driving multi-stakeholder coordination, and curating hands-on learning experiences

Microsoft | Hardware Program Management Intern, Surface Audio

May 2021 - Aug 2021 / Remote

- Developed PRD for next-gen wearable audio accessories and orchestrated agile development for a **15+ person XFN team, leading 3x weekly stand-ups** to accelerate timelines from definition to rapid prototyping

Terra Corporation (YCombinator W20) | UI/UX Designer (Contract)

Sep 2020 - May 2021 / Remote

- Took two products from research to high-fidelity prototype — a gifting mini-app for Snapchat's closed beta program and a creator monetization fintech app — partnering with engineering to deliver social commerce experiences

COMMUNITY + PROJECTS

encore App

Jan 2026 - Present / Seattle, WA

- Vibe-coding and designing an iOS app for live event tracking and memory sharing by leveraging Figma Make, Lovable, and Claude Code to quickly iterate on UX, flows, and core features

Seattle Design Festival | Planning Team Volunteer

Jan 2025 - Present / Seattle, WA

- Curate programming for a **7,400+ attendee annual design festival**, collaborating with a **15+ person team** to expand free access to equity-centered design education across in-person and virtual (YouTube) platforms

EDUCATION

Boston University | College of Engineering and Kilachand Honors College

- B.S. in Mechanical Engineering, with minors in Innovation & Entrepreneurship and Materials Science & Engineering
- Involvement: Grubhub Social Media Ambassador; VP of Marketing in Student Government
- Awards: Questbridge Scholar, KPMG Future Leader, K.R. Lutchen Distinguished Research Fellow, HackDuke Designathon 1st Place

SKILLS

- **Product Management:** 0-to-1 development, roadmap ownership, PRD writing, feature prioritization, stakeholder alignment, user research, competitive analysis, data-driven prioritization, cross-device experiences, multimodal interaction design
- **AI:** Gemini, ChatGPT, Claude, Perplexity, Copilot - agent building, vibe coding/app design, on-device AI features, multimodal interactions
- **Tools:** Figma, Adobe XD, Adobe Certified Associate: InDesign & Photoshop, Illustrator, Creo, Solidworks
- **Languages:** English (native), Cantonese (native), Mandarin Chinese (intermediate), French (elementary), Spanish (beginner)