

# 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

### Laguna (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 (prev. withterra.com)

## 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)