

MINGWEI MA

Product Manager | Digital Product Delivery & Integrations | PMP

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SUMMARY

PMP-certified product manager with 5+ years delivering digital features, web platforms, and integrations across financial services, technology, and nonprofit organizations. Translates customer and business needs into PRDs, functional requirements, Gherkin acceptance criteria, prioritized backlogs, and release plans; partners with UX, engineering, clients, and third-party vendors through QA/UAT, defect triage, launch readiness, and post-launch optimization. Hands-on experience defining product KPIs and building SQL/Metabase dashboards to inform feature iteration.

EXPERIENCE

Product Manager | SUBSCRIBE (Financial Services) — New York Oct 2025 – April 2026

- Led the Invitations-feature overhaul from PRD and functional requirements through a controlled phased MVP rollout across six customer organizations; defined MVP KPIs, built a SQL-powered Metabase dashboard, and synthesized user-survey feedback to prioritize enhancements and inform wider-release planning.
- Established Gherkin-format acceptance-criteria standards and mentored business analysts on writing testable tickets, improving backlog readiness and requirement quality across three engineering teams.
- Owned QA and release readiness for the Invitations feature and a financial-services pre-qualifications feature, authoring test cases, test plans, day-of-launch runbooks, and go-live checklists; triaged and prioritized defects with engineering through launch.
- Defined product strategy and prioritized engineering backlogs across three teams, sequencing requirements and dependencies across concurrent initiatives to increase on-time feature releases by 50%
- Re-scoped a stalled three-year initiative by translating unresolved stakeholder needs into a prioritized delivery plan, securing executive alignment, and launching an initial release within 30 days; conducted structured post-launch validation to guide follow-on work.

Senior Product & Project Manager | Wide Eye — New York Nov 2024 – Oct 2025

- Led MVP definition for CTCL's custom election-office certification application, partnering with UX and engineering to prioritize features, map applicant and administrator flows in Figma, and maintain the Asana delivery backlog.
- Defined application, quiz-content, and tracking workflows; negotiated client scope additions into a formal post-MVP statement of work and aligned stakeholders on a manual check-payment workflow when Stripe integration was out of scope.
- Managed third-party development vendors delivering client websites, conducting visual and functional QA, documenting current versus expected behavior with supporting evidence, and triaging defects through resolution.
- Led discovery through design for StriveTogether's educator learning experience, translating stakeholder needs and engineering constraints into requirements for a Docebo LMS—marketing-site integration intended to unify the discovery-to-learning journey.

Senior Project Manager | Studio Simpatico — New York Jan 2022 – Nov 2024

- Coordinated launch readiness across client websites by configuring DNS cutovers and Google Maps API keys, conducting UAT and pre-launch testing, documenting defects, and partnering with engineering to resolve release blockers.
- Partnered with UX and engineering to define taxonomy, data structures, and content-mapping requirements for WIEGO's Drupal-to-WordPress migration and multilingual research library with advanced filtering and search.
- Redesigned delivery operations and led migration to Linear, introducing standardized work-item workflows and QA-tracking templates that increased operational efficiency by 25%.

INDEPENDENT PROJECTS

Product Builder & Developer | Sabbatical / Independent Projects May 2026 – Present

- Independently designed and deployed a remote-work location tool, owning problem framing, workflow design, backlog planning in Linear, AI-assisted development, and Vercel deployment from concept to functional prototype.
- Built a location-search prototype using OpenStreetMap APIs and LLM-assisted query logic to filter coffee shops by work-session criteria, including group size, outlet availability, and noise tolerance.

SKILLS

Product Delivery: PRDs, Functional Requirements, User Stories, Gherkin Acceptance Criteria, MVP Definition, Backlog Prioritization, Agile/Scrum, Sprint Planning

Quality & Launch: UAT, Test Plans/Cases, Functional & Visual QA, Defect Triage, Release Readiness, Go-Live Planning, Post-Launch Validation

Analytics & Tools: KPI Definition, SQL, Metabase, Figma, Asana, Linear, Jira, Confluence

Technical & Partners: API Integrations, Third-Party Vendor Management, Data Architecture/Mapping, DNS Cutovers, Google Maps API

Prototyping: Cursor, Claude Code, Supabase, Vercel

EDUCATION & CERTIFICATION

PMP, Project Management Institute — Issued August 2026 · B.S. International Trade & Marketing, FIT, SUNY (2019)