THE DAY JOB — PRODUCT MANAGER, TIKTOK SHOP · SEATTLE, WA

Sai Ma

I ship the unglamorous machinery of commerce at TikTok Shop — returns, refunds, trust — and WorkBrain, an internal AI agent my teams work from.

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WORK — THE DAY SHIFT

TikTok Shop PRODUCT MANAGER, POST-PURCHASE Sep 2024 — present · Seattle

+7.60% GMV PER EXPOSED USER IN THE UK (+3.78% IN THE US) — FROM THE FREE RETURN PROGRAM I OWN

AI KNOWLEDGE WORKPLACE, INTERNAL

- Shipped "WorkBrain," an AI workplace agent that unifies each person's docs, meetings, and chats into one self-maintaining knowledge base, so AI works from the same grounded context.
- Set the trust bar for launch with a 3-layer eval (offline, ablation, adversarial), gating rollout on zero hallucinations on the launch eval set; ablation showed the self-correction layer was worth +8.3 pp accuracy.
- Added a reflector loop that turns each user edit into a written lesson, so WorkBrain improves how it works over time — keeping a human quality bar on an autonomous system.

MARKETPLACE TRUST, ECONOMICS & INTEGRITY

- Defined and executed the global Free Return strategy — the platform's global Free Return cost line across 4 markets. Validated ROI through PSM analysis (US GMV +3.78%, UK +7.60% per exposed user, both exceeding Finance targets), securing long-term investment from leadership.
- Made the strategy sustainable with a 0→1 seller–platform cost-sharing model, shifting buyer-fault return costs from 100% platform-subsidized to tiered co-funding — platform spend −42% with zero negative seller impact.
- Drove 4 consecutive quarters of NPS growth to 29.1 by revamping eligibility criteria (coverage 80% → 89%) and expanding pre-purchase awareness from 43% toward 60%+ across discovery and conversion surfaces.
- Built a category-specific trust framework mapping each vertical's dominant barrier (authenticity, size/fit, quality) to modular solutions; first shipped luxury authentication — pre-purchase conversion +1.05%, per-user GMV +9.97%.
- Identified that high-value users (top 5% of users, 35% of GMV) repurchase on differentiated benefits; launched "Premium Protection" (faster refunds, unlimited returns, priority support) — AOV +1.0%, repurchase GMV +2%.
- Saved the platform a seven-figure annual sum by identifying abusive buyers and excluding them from free return, returnless refund, and speedy refund — keeping after-sale benefits for trusted users.

Hiya Inc PM INTERN, GEN-AI FOR BUSINESSES Jun — Aug 2024 · Seattle

0 → 1 INTERN PROJECT GRADUATED INTO AN OFFICIAL HIYA PRODUCT LINE

- Extended Hiya's portfolio into SMBs by launching an AI receptionist that answers customer inquiries and books appointments; the project graduated into an official Hiya product line after the internship.
- Conducted 20+ user-research calls to narrow the focus industry from restaurants to food-truck owners and prioritize user scenarios; tested prototypes with 10+ food trucks and proved product-market fit in 8 weeks.
- Designed for restraint: when the assistant acts, when it defers to a human, and how it behaves in high-stakes calls — orders, bookings, escalations.

Alibaba, Taobao PRODUCT MANAGER, E-COMMERCE SEARCH Oct 2021 – Aug 2023 · Hangzhou

4× SEARCH ENGAGEMENT – 0-TO-1 LIVESTREAM CONTENT SEARCH

- Quadrupled user search engagement time and achieved over $1M in daily GMV by launching a search product from scratch for shoppers to discover and consume livestreaming content.
- Improved engagement time +3%, GMV +2%, and NDCG (search-relevance quality) +20% through the prioritization of retrieval and ranking features.
- Achieved 1.3M daily views and $700K in daily ad revenue by kickstarting onboarding features for premium sellers to drive the livestreaming ecosystem — adopted by 10 luxury brands.
- Increased daily impressions 10× for the top 10% of livestreamers by building a personalized recommendation feature to address imbalances in the livestreaming ecosystem.

AFTER HOURS — THE NIGHT SHIFT

My Museum IOS · CLAUDE VISION · FEB 2026 –

A 0→1 art-collection app that turns museum-goers' forgotten photos into a searchable archive: one-tap AI identification (9 attributes per piece), 5 browse lenses — city, artist, movement, era, museum — and shareable web exhibits.

AI Driver Test Prep WEB · CLAUDE · GROUNDED GENERATION · APR 2026 –

Turns Washington's 200-page state guide into a 12-day mastery-gated study path. Every question is tied to its source section, and a hint tutor explains wrong answers from the cited source.

Gallery Sales Associate SAAS · CLAUDE AGENTS · IN PROGRESS

An AI sales associate for independent art galleries — instant answers, follow-up, and provenance for one-person teams. In design-partner outreach now.

EDUCATION

University of Washington MS, Information Management · GPA 3.8 2023 – 2024

Stanford University MA, East Asian Studies · GPA 3.9 2019 – 2021

Nankai University BA, Chinese Literature · GPA 3.8 Exchange year, UC Berkeley · 2017–18 2015 – 2019

BEYOND THE DESK

Social-media educator on RED (China's Instagram) — 4K+ followers built from 100+ short videos on business English, product-management craft, and career growth for Chinese tech professionals; earned 80K+ views and 5K+ likes, saves, and comments. 2022 – 2023