

Yuchen Zhang

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EDUCATION

Queen's University | *Master of Management in Artificial Intelligence* | Kingston, Canada Oct 2025
Queen's University | *Master of Management Innovation & Entrepreneurship* | Kingston, Canada
Babson College | *Bachelor of Science, Business Administration* | Wellesley, MA

EXPERIENCE

Arterra AI (Capstone) | Product Lead | Toronto, Canada Jan 2025 - Oct 2025

Agentic deal sourcing platform connecting infrastructure projects with institutional investors - <https://arterra.ai/>

- Drove product development of AI infrastructure investment facilitation platform from 0-1; conducted 15 user interviews to uncover pain points and convince key stakeholders to pivot from their proposed solution
- Shipped agentic LLM pipeline (OCR, CrewAI, RAG, Pinecone) on GCP, slashing investment deal screening time from 60–100 hours to 7 min and reducing screening cost from \$3-5k/deal to \$1.5/deal
- Improved SME benchmarked output accuracy from 75% to 92.5% across 50 staging runs by implementing human-in-the-loop
- Scaled MVP into a soft-launch production pilot (25 live deals across 5 investment firms), boosting analyst throughput 12x (from 8-12 to 150+ deals/month) with +62 NPS

Halen | Product Manager | Remote May 2024 - Oct 2024

AI-powered weekly meal planning platform for the Spanish consumer market — halenapp.com

- Defined product strategy and roadmap for a meal planning app; drove execution with 2 engineers and 1 designer, achieving 30K organic downloads with zero marketing spend
- Shipped content-led SEO strategy by opening 500+ recipes to public indexing, growing organic traffic from near-zero to 4K monthly visits and establishing the primary top-of-funnel acquisition channel
- Shipped AI-powered personalized recipe feature to address 95% WAU decline during mobile-to-web migration, recovering weekly active users to 50% of pre-migration levels

PMBoost | Founder | Toronto, Canada Apr 2023 - Nov 2023

AI Productivity tool for product managers

- Doubled ad CTR from 0.4% to 0.8% by optimizing ad copies and targeting through A/B tests
- Improved signup conversion by 30% with an interactive landing page demo informed by user behavior data from MS Clarity and Google Analytics
- Increased daily usage by 25% and weekly retention by 15% by iterating the product from one-shot to persistent chatbot based on user feedback

Bravado | Product Manager | Remote May 2022 - Dec 2022

Tech sales community and ML powered SaaS recruiting platform

- Developed roadmap and GTM strategy for a SaaS product hiring sales contractors; led an agile team (1 designer, 5 engineers, 1 QA) to ship the MVP and reached \$5K MRR in 90 days
- Owned OKR to cut CS team admin work by 50%; challenged existing roadmap, uncovered workflow bottleneck through interviews and experiments, and shipped a solution that reduced workload by 70%
- Flagged surge in account deletions from top growth channel; led root-cause analysis, uncovered a trust gap, and convinced leadership to revamp onboarding, eliminating deletions and boosting engagement by 10%

Experfy | Product Manager | Remote Nov 2019 - Feb 2021

AI/ML consultancy & HR tech SaaS

- Leading AI/ML consulting projects end-to-end while optimizing company blog UX, SEO, and content, generating \$30K in revenue and growing blog traffic by 26% to 35K monthly visits with zero budget

SKILLS

Technical: Claude Code, LLM prompt engineering, ML models, API integration, Supabase/Postgres, Git, CI/CD

Tools: Figma, JIRA, Amplitude, Mixpanel, Fullstory, Google Analytics, Looker/Tableau, PostHog