

AMY TSAI

Product Manager + Design Fluency

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SUMMARY

Product Manager and Designer with 5+ years shipping zero-to-one consumer-facing products in lean startups, plus a decade of cross-functional leadership across high-stakes initiatives. Owns product end-to-end — from discovery and roadmap to launch and iteration. Background in B2B → B2C pivots, multi-stakeholder coordination, and translating ambiguous business problems into structured, executable outcomes.

SKILLS

Product & Strategy: Product Strategy · Roadmap Planning · Zero-to-One · Cross-functional Leadership · Stakeholder Management · Discovery to Launch · Agile Delivery · End-to-End Ownership · B2B and B2C Product · Lean Startup

Design & Research: Product Design · UX Design · Information Architecture · Systems Design · Behavioral Design · Data Modeling

Tools: Figma · FigJam · Miro · Notion · ClickUp · GitHub · Dovetail · Stitch · Claude · ChatGPT

EXPERIENCE

Product Manager

May 2021 – Present

OwnSpace · Remote, Canada

- Drive product strategy, scope, and execution as Product Manager on a lean cross-functional team building digital real estate commerce; bring design fluency from a founding-designer background to sharpen product decisions and accelerate shipped outcomes.
- Drive discovery, customer research, and prioritization across multiple workstreams; translate ambiguous user signals into roadmap and shipped features in lean, agile cycles.
- Launched OwnSpace's first digital checkout flow, enabling real estate transactions to close online without an agent in the room.
- Shipped major product expansions end-to-end: first in-product negotiation layer between listing and signed deal (offer-state architecture, timer/extension model, integrations to chat, contracts, and ID verification), full checkout rebuild through a B2B → B2C platform pivot, and expanded portals for buyers, sellers, and developers.

Director of Event Management

Aug 2021 – Nov 2024

Vancouver Asian Film Festival · Vancouver, BC · Freelance

- Directed event strategy, execution, and stakeholder vision for a multi-day international film festival including year-round screenings, galas, and industry events; partnered with executive leadership on audience experience.
- Coordinated cross-functional teams of staff, volunteers, vendors, and budgets; introduced operational structure and process that improved collaboration and on-time delivery under tight timelines.

Filmmaker / Producer

May 2024 – Present

Self-employed · Vancouver, BC · Freelance

- Self-initiated and produced two short films end-to-end (Telus Storyhive-funded narrative; VAFF / MAMM competition); secured funding and sponsorships, owned budgets and vendor sourcing, and built coalitions across creative, technical, and business stakeholders.
- Solved real-time production challenges across multi-day shoots; led logistics, scheduling, crew coordination, and post-production delivery to ship both projects through to festival submission.

Project Manager

May 2017 – Jun 2020

Colliers International · Vancouver, BC

- Owned cross-functional project plans for large-scale commercial real estate developments; led pre-launch through launch coordination across sales, marketing, operations, and external partners (brokers, vendors, clients).
- Managed stakeholder alignment, scope, timelines, and budgets across internal and external teams; co-led marketing campaigns alongside the project director and streamlined internal processes that improved workflow efficiency and client satisfaction.

VOLUNTEER LEADERSHIP

Leadership Team, AI Summit Vancouver · Aug 2025 – Nov 2025 — Operational planning, cross-functional team coordination, and vendor/partner management for large-scale event delivery.

Grief Support Facilitator, Bridge C-14 · Jan 2022 – Present — Peer-to-peer grief support across group drop-in sessions, 10-week programs, and one-on-one engagements.

EDUCATION & CERTIFICATIONS

Product School — Product Management Certification (PMC) 2022

Memorisely — AI Product Design

BrainStation — Diploma, UX Design 2020