Summer Wu

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Senior Product Manager with a track record of shipping developer, enterprise, and consumer products and experiences. Enjoys building cross-functional teams and leaning into deeply technical problems.

WORK EXPERIENCE

Product Manager, Augmented Reality Business, Snap   2021 – Present
- Building an E2E shopping platform for scaling the creation and delivery of virtual "product try-on" experiences to Snapchat's 350M daily active users and merchant-owned apps and websites
  - Shipped "Shopping Lens" format updates and self-serve AR creation tools, expanded supported verticals to include eyewear, footwear, handbags, furniture, and apparel, and grew "Shopping Lens" revenue from 0.4% of Snap's AR revenue in 2021 to 9% of AR revenue in 2022
- Partnered with business stakeholders across Snap to launch a new workflow for managing the production of brand-sponsored AR experiences to 250+ internal users and 90+ external users

Senior Product Manager, Mixed Reality, Microsoft   2019 – 2021
- Managed Microsoft's mixed reality partnership with Epic Games. Owned Unreal Engine support for HoloLens 2 and mixed reality services.
  - Shipped GA HoloLens 2 support in Unreal Engine, Azure Spatial Anchors support for HoloLens 2 and iOS/Android, and Microsoft OpenXR
  - Shipped Mixed Reality UX Tools, grew user base to 25k+ acquisitions in first month after release
  - Drove creation of samples, docs, and tutorials. Highlights: Kippy's Escape, Ford GT40, HoloLens 2 Course
  - Led a core team of 13 engineers and 2 designers across Microsoft and Epic Games, and sourced and hired 2 teams of external contractors to accelerate specific projects
- Drove partner adoption of mixed reality platform to build out a robust content ecosystem of 3rd party experiences
  - Built relationships with and onboarded 20+ new 3P partners building solutions for HoloLens 2
- Kicked off initiative to expand Microsoft's MR developer platform to enable web/mobile devs via Babylon.js, with a new team of 8 engineers (across multiple orgs at Microsoft), 1 designer, and 1 contractor
- Grew MR developer platform team from 3 to 8 product managers and was promoted 4 times (L59 ➜ L63) in 3 years

Product Manager, Azure Security, Microsoft   2018 – 2019
- Led cross-organization efforts to automate the detection and handling of security vulnerabilities across core Microsoft platforms. Nominated for org-wide excellence award.
- Developed a static analysis strategy, shipped sanitizers, enabled mitigations in high-privileged services, and worked to secure customers from speculative execution vulnerabilities

Software Engineer, Mobile & Front-End, Startups & Large Companies   2013 – 2018
- **3ayez** – Developed and launched two mobile apps, one web app, and numerous tools as the first employee at a YCombinator-backed startup based in Egypt
- **Bridgewater Associates** – Shipped a responsive redesign of Bridgewater's client-facing portfolio analysis product
- **Goldman Sachs** – Built web-based analytics tools for the Alternative Investments and Manager Selection team
- **Google** – Built features for a "lite" version of the Google Play Store for users in developing countries
- **AVOS Systems** – Developed and launched "Dropdot", an educational connect-the-dots game for children

SKILLS

Product Management: Customer Research, Data Analysis, Product Strategy, Roadmaps, Product Specs, Prioritization, Cross-functional Alignment, Stakeholder Management, Partnerships, Team Building
Technical: Python, SQL, R, Unreal Engine 4/C++, Unity/C#, Babylon.js, HoloLens 2, Lens Studio, React/React Native/Javascript, Android/Java, iOS/Swift, HTML5, CSS3

EDUCATION

Yale University, B.S. Distinction in Computer Science