

Esther Kuan

[LinkedIn](#) | [Website](#) | estherikuan@yahoo.com | 510-881-6834

Summary

AI Product Builder who ships workflow tools that non-technical teams actually use. I identify the process gap and fix it — with a system, a tool, or both — without waiting for engineering bandwidth. Background spans cross-functional program management at YouTube (GenAI product team) and UX design, now applied to AI-enabled product development using Lovable, Cursor, and Claude. Strong 0→1 instinct with a UX eye: I build things that work and feel right.

Relevant Experience

Founder | [Chaday.app](#) 2026 - Present | San Francisco, CA

- Designed, built, and launched a live matcha discovery and tracking app — solo, from concept to shipped product using Claude and Lovable
- Iterated on features in real time based on community feedback and user behavior data; Grew to 50+ registered users in the first month post-launch via organic community outreach
- Demonstrated full product loop: problem identification → UX design → AI-assisted build → launch → iteration

Freelance | Web Developer 2025-2026 | San Francisco, CA

- Built a direct booking system using Lovable that increased revenue per booking by 10% — eliminating third-party platform fees and giving the client full ownership of the customer relationship
- Led a 100+ page site migration from a legacy platform in 8 weeks — prototyped in Lovable, batched blog updates in Cursor, and launched on Squarespace, consolidating fragmented content into a single source of truth for the client

YouTube | Design Program Manager 2023-2024 | San Bruno, CA

- Owned end-to-end bug tracking and issue triage for the GenAI product team, assigning defects to engineers and designers, monitoring resolution timelines, and ensuring visibility across stakeholders
- Drove cross-functional execution for feature releases, aligning stakeholders across product, design, and engineering from intake through launch readiness
- Built centralized tracking systems that surfaced blockers early and improved accountability across teams

Osmo | Technical Project Manager 2020-2022 | Palo Alto, CA

- Built hardware team workflow, improving alignment and execution across design, engineering, and supply chain teams
- Streamlined art proofing processes with external vendors, reducing back-and-forth and improving approval turnaround times

Benefit Cosmetics | Packaging Development Engineer 2018-2019 | San Francisco, CA

- Coordinated cross-functional launch readiness, ensuring packaging, QA, and vendor approvals were completed on schedule to support product release timelines

Skills & Tools

Building & Prototyping: Lovable, Cursor, Claude, ChatGPT, HTML/CSS (working knowledge)

AI & Automation: LLM Workflows (ChatGPT, Notion AI), Prompt Design & Workflow Automation, Rapid Prototyping (AI + No-code tools)

Product & Operations: Product Thinking, UX Design, 0→1 Development, Cross-functional Program Management, Systems Design, Process Optimization

Tools: Notion, Asana, Slack, Google Workspace, CMS Platforms

Language: Chinese Mandarin

Education

Maryland Institute College of Art, Maryland – MPS, UX Design (2022)

San Jose State University, San Jose – BS, Packaging Engineering (2019)
