

Yin Min

Based in France | Available from January 2027 | Portfolio: ayalinks.com
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PROFILE

Customer experience and product professional fluent in Chinese, English and French. Resolved high-value customer disputes at Alibaba (90% CSAT, over 85% first-call resolution), and now plans user research and builds AI-assisted products.

EDUCATION

MSc Digital Marketing & AI – SKEMA Business School	Expected Jul 2027
MA Intercultural Communication – Lancaster University, UK	Nov 2025
BA French Language and Literature – Chengdu International Studies University, China	Jun 2023

EXPERIENCE

Founder – Gankan: Spending in Hours Jun 2026–Present

Self-initiated iOS personal finance app that shows each expense as hours of work

- Owned the full product lifecycle, from concept and Figma UI design to App Store submission in four months, building the app with an AI coding agent (Claude Code) instead of hiring developers.
- Ran a 20-user TestFlight beta and turned the feedback into a home-page redesign and a release roadmap led by multi-currency and Chinese-English support.
- Built the launch go-to-market (GTM) plan across Xiaohongshu, Douyin, TikTok and LinkedIn, assigning each channel a role in positioning or user acquisition.

Consulting Project – Institut Europa Cannes, France Sep 2026–Apr 2027

SKEMA company project for an AI institute whose events include the World AI Film Festival (WAIFF)

- Develop business model and GTM recommendations for Europa Play, the institute's AI-film streaming platform, in a six-person international team ahead of its launch at WAIFF 2027.
- Plan and run user research, including 18–24 interviews with viewers, creators and sponsors, to decide which audiences the platform should serve first.
- Co-create the platform's brand assets and early UX design direction, from the brand guide to the website mock-up.

Consulting Project – Poppy Skincare France Jan–Apr 2026

SKEMA consulting engagement supporting a solo-founded French skincare brand's Shopify launch and digital growth plan

- Co-built the Shopify site's visual identity and core structure across desktop and mobile; owned the full Cream and Duo product-page builds, covering benefits, ingredients and customer testimonials.
- Designed Shopify's automated email system across order confirmation, shipping, delivery and abandoned-cart touchpoints; defined trigger logic, brand-aligned copy and visual rules, then ran end-to-end QA.
- Owned the TikTok growth roadmap, building three content pillars around skincare education, sensory product storytelling and founder-led content; mapped the path from organic testing and shoppable content to paid amplification for a solo-founder team.

Senior Customer Experience Executive – Alibaba Group Hangzhou, China Jan 2024–Sep 2024

High-stakes disputes for APASS, Alibaba's programme for its highest-value customers

- Settled an APASS member's dispute worth about RMB 200,000 (US\$28,000) in one week after five months of deadlock by negotiating with the merchant under platform rules, earning a commendation.
- Resolved about 30 complex buyer-merchant disputes using AI-assisted decision tools, with 90% customer satisfaction (CSAT) and over 85% first-call resolution (FCR), ranking in the team's top 10%.
- Worked with the compensation, data platform and merchant teams to turn recurring issues into service and process improvements.

Website Development Assistant Intern – IPSIDE (IP firm) Chengdu, China Sep 2022–Mar 2023

- Ran QA and acceptance testing on the company website and published about 100 Douyin and WeChat posts.

EXTRACURRICULAR ACTIVITIES

Orientation Leader – SKEMA Business School Sophia Antipolis, France Jul 2026–Sep 2026

- Guided 23 incoming students from 14 countries through orientation day and answered questions on French healthcare, banking, visas and housing.

Assistant to the Event Director – Wing Sight, 79th Cannes Film Festival May 2026

- Helped organise the Chinese Cinema+ Forum on the Palais Stage (Marché du Film) and the China Night Golden Coast Gala.

SKILLS & INTERESTS

- Languages:** Mandarin Chinese (native), English (fluent), French (fluent)
- Tools:** Claude Code and Codex (AI coding agents); n8n workflow automation; Expo (React Native), Supabase, GitHub; App Store Connect, TestFlight; Figma, Canva, Notion
- Interests:** Chess (playing daily on Chess.com); cooking Sichuan and Italian food