

CYNTHIA HUANG

Lisbon, Portugal · Remote

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SUMMARY

Senior product leader and operator with 8+ years building consumer and B2B products from 0→1. Most recently CEO of a venture-backed Web3 travel startup; previously co-founded and scaled a crypto education platform to 300K+ users bootstrapped. Currently building AI-native products full-time — shipped two production apps in 2025 using modern LLM-powered tooling. Looking for a Staff or Senior PM role at an AI-forward/native company where 0→1 thinking and execution speed matter.

SKILLS

Product Management Product strategy & roadmapping, 0→1 product development, user research & discovery, prioritization frameworks (RICE, ICE, JTBD), experimentation & A/B testing, KPI definition, product-led growth, go-to-market strategy, cross-functional leadership

AI & Modern Tooling AI-assisted product development end-to-end — including PRD, strategy, and tech; AI-powered prototyping (Lovable and Figma); iterating across multiple AI build tools (Lovable, Cursor, Replit) to find production-ready workflows; prompt engineering; workflow automation (n8n, Google Apps Script), agentic workflows (Kimi); product applications of LLMs in consumer and B2B contexts

Web3 & Fintech Token launches (TGE), tokenomics, exchange listings (MEXC, Bybit, Polkastarter, Gate), crypto partnerships, decentralized marketplaces, Web3 product design

Technical APIs & integrations, no-code/low-code platforms, lightweight scripting with AI assistance, working knowledge of modern web stacks

Leadership CEO & executive operating experience, team leadership (up to 30), board & investor communication, fundraising, hiring & org design

EXPERIENCE

Founder & Product Lead — Independent

April 2025 – Present

Remote

Self-directed deep work on AI-native product development. Shipped two production AI products, went deep on LLM tooling and agentic workflows, and built fluency across the modern AI PM stack.

- Shipped **bebi** (baby meal planning app) to production using Lovable and modern AI tooling. Ran user discovery interviews, launched closed beta, and made the deliberate call to pause development after identifying regulatory and liability scope I wasn't positioned to take on solo.
- Built and deployed automation and agentic workflows using n8n, Google Apps Script and Kimi — including an end-to-end bookkeeping system that automatically sorts invoices and statements, eliminating recurring manual work.
- Self-directed deep learning across LLM-powered product development, prompt engineering, and AI product strategy — applied immediately to shipped projects rather than coursework alone.

CEO (promoted from Head of Growth/GM) — Dtravel & TRVL Labs

May 2021 – April 2025

CEO: 2023 – April 2025 · Head of Growth: August 2021 – 2023 · Remote

Joined as Head of Growth at a Web3 travel startup; promoted to CEO and ran the company through token launch, product expansion, and a 30-person organization.

- Led the company through a **Token Generation Event launching at ~\$80M market cap** across 4 top-tier launch platforms (MEXC, Bybit, Polkastarter, Gate) — owned launch strategy, exchange relationships, tokenomics communications, and post-launch product utility.
- Led team of **30 people at peak** across product, engineering, BD, marketing, and operations; rebuilt org structure through market downshifts
- Co-led product strategy and launch of the Dtravel short-term rental booking platform, driving **\$1M+ in bookings** on the marketplace.
- Owned launch and ongoing strategy for dtravel.com marketing website and a portfolio of products designed to add real utility to the TRVL token (vs. speculative value).
- Managed board, investor, and accelerator relationships through company transitions; communicated transparently through market downturns and strategic pivots.
- Winner of the Rising Star Shortyz Award 2024 and Plug and Play Corporate Innovation Award 2022

Head of Product Marketing & New Market Expansion — GrowFlow Corp June 2020 – August 2021
Remote · Reported to CBDO

Joined a B2B cannabis-tech SaaS company to lead product marketing and US market expansion.

- Shipped **2 new products to beta in 3 months** — GrowFlow Insights and GrowFlow Live Marketplace — both of which had been stalled in development for **1+ years prior**. Cut through internal blockers by aligning product, engineering, and GTM on beta readiness and developed a product GTM plan for beta
- Led expansion into **3 new US state markets** in under 6 months, building a repeatable market-entry playbook that the company continued to use for subsequent launches.
- Created cross-functional SOPs for product launches, project management, and product documentation that became company-wide standards.
- Managed a team of 3 across product, sales and engineering for new market expansion.

Co-founder & CEO — Altcoin Fantasy January 2018 – June 2020
Remote

Co-founded and led a crypto trading education platform that grew to global scale entirely bootstrapped before a small seed round.

- Built and grew a crypto trading simulator to **350K+ global users**, teaching people to trade crypto safely through gamified competitions with real prizes.
- Closed 20+ B2B partnerships averaging \$2.5K each with leading crypto and blockchain companies — CoinMarketCap, TradingView, BRD Wallet, Paxful, OKCoin — driving user acquisition and revenue at near-zero CAC.
- Led every function — product, design, UX/UI, marketing, partnerships, sales, hiring — while managing a team of 5.
- 4-time hackathon winner during this period: Money 20/20 (2014, 2015, 2016, 2017), Hack Your Travel with OpenShift (2017), KIN Crypto Challenge (2019), Data Economy Challenge (2020).

Co-Founder — Airhosts Forum August 2014 – Present
Remote · Self managed

Built and grew the largest online forum community for Airbnb hosts globally with \$0 CAC. Now runs largely on autopilot — a long-running case study of strong PMF.

- **70K+ monthly active users** as of 2026, with a global footprint (top countries: US, UK, Canada, Australia, Hong Kong, Singapore, China).
- **Top 200K website in the US**; ranked among the top community sites in the short-term rental space.

- **11+ years of compounding organic growth** with minimal active involvement post-2016 — direct traffic now dominates (60K+ direct sessions vs. 13K organic search), reflecting strong brand recognition and community loyalty.
- Responsible for growth, marketing, community, content strategy, SEO, and partnerships

Senior Associate Manager (APM) — BCAA

Jun 2017 – Aug 2018

Burnaby, BC · Strategic Ventures: Mar 2018 – Aug 2018 · Product Development: Jun 2017 – Mar 2018

- Researched, planned, and built business cases for new ventures at a \$400M+ revenue organization; presented to executive team to secure funding for innovation initiatives.
- Led new product launches across insurance and member services, coordinating sales, operations, customer experience, engineering, and training.
- Drove strategic thinking on product, pricing, and sales process improvements.

EDUCATION

University of British Columbia — Bachelor of Arts, English Literature

Vancouver, BC · 2005 – 2008 · Dean's Honour List · Golden Key International Honour Society (top 15%)

SELECTED RECOGNITION

- **Rising Star Shortyz Award** - Shortlist Finalist and Winner (2024)
- **Plug and Play Corporate Innovation Award** - Best Startup Award (2022)
- **Top 100 Short Term Rental Companies** - Skift (2023)
- **Money 20/20 Hackathon** — Grand Prize Winner (2015, 2016, 2017), Sponsor Prize Winner (2014, 2015)
- **Hack Your Travel with OpenShift Hackathon** — Grand Prize Winner (2017)
- **KIN Crypto Challenge** — First Place Winner (2019)
- **Data Economy Challenge** — Data Marketplace Second Place Winner (2020)