

ANJELIKA TAN

Product & Platform Generalist | Integrations, Workflows, AI Tools

anjelikatan99@gmail.com · +65 9641 1517 · Singapore · Relocating to Australia, July 2026

Early-career product generalist with a Computer Science background and hands-on experience building platform features, integrations, internal tools, and AI-assisted workflows in a B2B SaaS environment. Strong in 0-to-1 delivery, systems thinking, and turning client or operational needs into reusable product capability.

EXPERIENCE

Product Manager

May 2024 – Present

Returning AI Pte Ltd, Singapore

- Built an internal AI-assisted PRD workflow to bridge UX and engineering, grounding specs in codebase, schema, and design-system context; improved logic clarity, reduced PM bottlenecks, and helped one delivery move from a one-week estimate to three days.
- Used the same AI-assisted workflow to design, spec, code, and ship a Trustpilot integration to production, adding review completion as a milestone condition with admin-side account connection and user-generated review links.
- Evolved the platform's store from a simple voucher redemption flow into its most-used feature, owning logic across redemption methods, permissions, statuses, refunds, eligibility checks, and supporting operational workflows.
- Built out milestone from a simple reward feature into a flexible rules and progression engine for coins, XP, role assignment, approvals, hidden permission control, recurring campaigns, and integration-driven reward logic.
- Led rollout of integrations across HubSpot, Salesforce, Snowflake, Meta, Instagram, LinkedIn, X, and YouTube, translating client and operational needs into reusable platform workflows.
- Worked backwards from product and operational use cases to help define a significant portion of the APIs in the platform's documentation, including bulk-update and workflow-supporting endpoints.
- Designed reusable widget deployment methods, including a script-based approach for restricted client environments, and worked through the security implications to make embeds safer and more reusable.
- Improved the platform's translation workflow by extending support to dynamic fields and introducing token-saving logic across the wider system.
- Built internal support and transaction tooling to surface live client and trading data, improve operational visibility, and reduce dependency on engineering for routine lookups.

Financial Advisor

Dec 2021 – Jan 2024

Great Eastern, Singapore

- Built trust-based relationships across individual and SME clients, translating financial products into clear recommendations and business outcomes.
- Developed a personalised Excel-based financial planning calculator with visual scenario outputs to improve client understanding during advisory discussions.

SELECTED STRENGTHS

- **Product & Platform:** 0-to-1 delivery, systems thinking, platform logic, workflow design, product requirement writing
- **Integrations:** CRM/data integrations, webhooks, external platform handoff, API-driven workflows
- **AI & Automation:** prompt engineering, AI-assisted delivery workflows, Claude, ChatGPT, Cursor, ActivePieces, UseParagon
- **Technical:** REST APIs, OAuth, SQL, AES encryption, custom fields, rules logic, backend-integrated product design
- **Domain:** B2B SaaS, loyalty systems, trading data, reward systems, payments, operational tooling
- **Languages:** English (native), Chinese (fluent), Japanese (conversational)

EDUCATION

Bachelor of Computer Science

Aug 2021 – Oct 2024

SIM – University of London