

Shiyao XING

SaaS Implementation | Technical Business Analysis | Product Operations

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PROFILE

Client-facing product success professional working across SaaS implementation, API integration coordination, requirements, UAT and workflow automation. Translates client needs into platform configurations, engineering tickets and practical handover guides. Brings a retail leadership and merchandising background to understanding users, investigating operational problems and coordinating delivery across clients, product and engineering teams.

PROFESSIONAL EXPERIENCE

Returning AI Pte. Ltd.

Jan 2026 - Present

Technical Customer Success & Solutions

- Coordinate client onboarding and implementation for a SaaS loyalty platform, configuring communities, staging environments, permissions and milestone-based user journeys.
- Clarify API integration requirements and map customer identifiers, reward events and balances across CRM and engagement platforms, including Salesforce and Optimove; document webhook, batch-feed and retry behaviour.
- Translate client issues into engineering tickets with reproducible steps, expected behaviour, scope and acceptance criteria; coordinate questions and dependencies across client, product, QA and engineering teams.
- Perform end-to-end integration and UAT checks covering event payloads, field types, reward amounts, order-status transitions, cancellations and refunds; verify fixes against the intended user journey.
- Reconcile source and platform data, inspect failed workflow runs and investigate identity mismatches or missing updates; trace supplier orders and redemption records across API and SFTP feeds.
- Build and test Activepieces workflows and recurring checks for order-status updates and data discrepancies; create reusable integration guides, playbooks and handover materials.
- Use structured triage and AI-assisted follow-up to improve issue responsiveness from approximately one week to within one business day; reduce repeat-heavy work from two days to one day through MCP/API and workflow automation.

UNIQLO (Singapore) Pte. Ltd.

Sep 2025 - Jan 2026

Merchandising Planning Executive

- Analysed sales, sell-through and customer demand to support buying, allocation, replenishment and open-to-buy tracking; supported product launch allocation.
- Coordinated with store, merchandising and inventory teams to translate frontline feedback into planning actions and stakeholder updates.

UNIQLO (Singapore) Pte. Ltd.

Aug 2023 - Aug 2025

Assistant Store Manager

- Led a 40-person team, improving customer satisfaction from 4.0/5.0 to 4.7/5.0 and reducing the complaint ratio from 9.1% to 0% through coaching and follow-up.
- Conducted daily and weekly sales analysis, achieving 100% of sales forecasts and improving one department's sales composition from 40% to 45%.
- Managed 300 items and 1,200+ SKUs; coordinated inventory, events and promotions with merchandising and marketing teams.

SKILLS & TOOLS

Delivery: Requirements clarification, field mapping, platform configuration, integration QA, UAT, bug investigation, data reconciliation, workflow automation, client and supplier coordination.

Tools: APIs and webhooks, Activepieces, Snowflake, SQL, ClickUp, Excel, Google Workspace, AI agents and MCP.

EDUCATION

University of Melbourne | Master of Marketing and Communication | Jul 2020 - Jan 2022

University of Melbourne | Bachelor of Commerce | Jul 2018 - Jul 2020

Relevant coursework: Product Management, Consulting, Marketing Metrics and Customer Experience Management.