

Shuyan (Hazel) Wu

Chapel Hill, NC | 984-261-7660 | hazelwu@ad.unc.edu | [hazelwu.space](#)

EDUCATION

The University of North Carolina at Chapel Hill

BSPH in Health Policy and Management; Double Major in Information Science; Minor in Data Science

May 2026

GPA: 3.9/4.0; Morehead-Cain Scholar

Relevant Coursework: Strategic Planning & Product Marketing, Database Management & SQL, Information Systems Analysis, Data Science & Analytics, Health Care IT Systems

PROFESSIONAL EXPERIENCE

Well Co.

09/2025 – Present

Product Management Intern

Chapel Hill, NC

- Co-designed agentic AI infrastructure with engineering and clinical teams, building an orchestration layer (via MCP) that enabled AI agents to query health data, apply contextual clinical logic, and execute care workflow actions across multiple product surfaces from a single deployment. Translated business and compliance requirements into technical specs across 5+ PRDs and 30+ user stories.
- Led end-to-end design of an AI-powered inquiry workflow: mapped 15+ intent categories, defined conditional routing logic separating automatable requests from sensitive escalations, and implemented a human-in-the-loop handoff layer ensuring licensed staff handle high-risk queries. Projected to automate 10%+ of routine volume while maintaining compliance guardrails.
- Conducted competitive intelligence on AI deployment in digital health: benchmarked how competitors deploy conversational AI, personalization engines, and automated care workflows; synthesized findings into strategic recommendations shaping the product roadmap.

Strutt Inc.

05/2025 – 02/2026

Product Strategy Intern, User Research & Beta Test Programs Lead

Singapore (Remote)

- Designed and led a global discovery program spanning 200+ interviews across 8 markets to surface enterprise user pain points, quantify willingness-to-pay thresholds, and prioritize a feature roadmap for smart health monitoring capabilities.
- Built a 2,200+ member user community from zero; designed engagement playbooks and feedback loops that drove organic growth and fed user insights directly into product iterations.
- Owned beta testing analytics for 210+ users; built SQL/Tableau dashboards to track onboarding funnel, activation drivers, retention, and satisfaction. Identified setup friction points and informed UX refinements.
- Contributed to North America and Europe market entry strategy by analyzing reimbursement pathways and regulatory classifications; supported product positioning for CES 2026 launch, which was awarded Best of Innovation.

Corewell Health

05/2024 – 07/2024

Strategy & Operations Intern

Grand Rapids, MI

- Conducted 35+ stakeholder interviews with hospital leadership, clinicians, and community health workers to map friction points in care access workflows during a period of active virtual care expansion and AI tool evaluation (AI scribes, copilot products), gaining direct exposure to how health system leadership assesses AI vendor integration, clinician adoption, and data governance risks.
- Queried 50,000+ patient encounters in SQL to analyze no-show patterns, ED utilization, and workflow adoption; synthesized findings into improvement recommendations and compliance-aligned requirements co-developed with IT and legal teams.
- Contributed to the design of a digital health navigator program addressing digital literacy and access gaps; developed implementation metrics, staffing assumptions, and a phased rollout resource model.

RESEARCH EXPERIENCES

Mental Health Systems Research, UNC Gillings School of Global Public Health

05/2024 - Present

Research Assistant, PI: Dr. Kristen Hassmiller-Lich

Chapel Hill, NC

- Quantified systemic bottlenecks in care coordination and patient flow across Washtenaw County's mental health crisis system by conducting and synthesizing 40+ qualitative interviews into structural data.
- Architected system dynamics simulation models in Stella to analyze resource constraints; generated high-fidelity forecasts on service utilization and wait times under diverse policy scenarios.
- First-authored "System Mapping for Community Insights: Building Shared Understanding of Acute Mental Health Crisis Systems", under review at Psychiatric Services.

SKILLS

- **AI & Workflow Infrastructure:** Agentic AI architecture and orchestration, human-in-the-loop system design, intent classification and routing, RAG pipeline design, output safety validation and guardrails, tool-use integration, multi-surface deployment
- **Product:** Roadmap planning, feature prioritization, user stories & PRDs, wireframing, usability testing, A/B testing, funnel optimization, stakeholder management, GTM strategy
- **Healthcare Domain:** EHR systems, HIPAA compliance, FDA SaMD, value-based care, clinical workflows, Medicare/Medicaid reimbursement, HEOR/RWE
- **Technical & Analytics:** SQL, Python, Tableau, Excel, Power BI, Salesforce, HTML/CSS