

REDESIGNING GARDE-ROBE'S SOCIAL SHOPPING ECOSYSTEM

PRODUCT MANAGEMENT INTERN + PRODUCT LEAD | 2024-2025

SELECTED WORK



GARDE-ROBE

Garde-Robe allows users to organize shopping into wishlists, archive purchases, and follow friends + engage with their wants and buys.

The app struggled with retention and social graph onboarding. Users weren't connecting with friends, and engagement dropped after initial signup. The app needed to feel like a community on top of its utilitarian-driven features.

MY ROLE

As PM Intern,

I identified core product opportunities, and defined feature direction.

I conducted led user research through ambassador interviews and feedback sessions, and synthesized them into feature decisions

that the team adapted and shipped.

RESEARCH

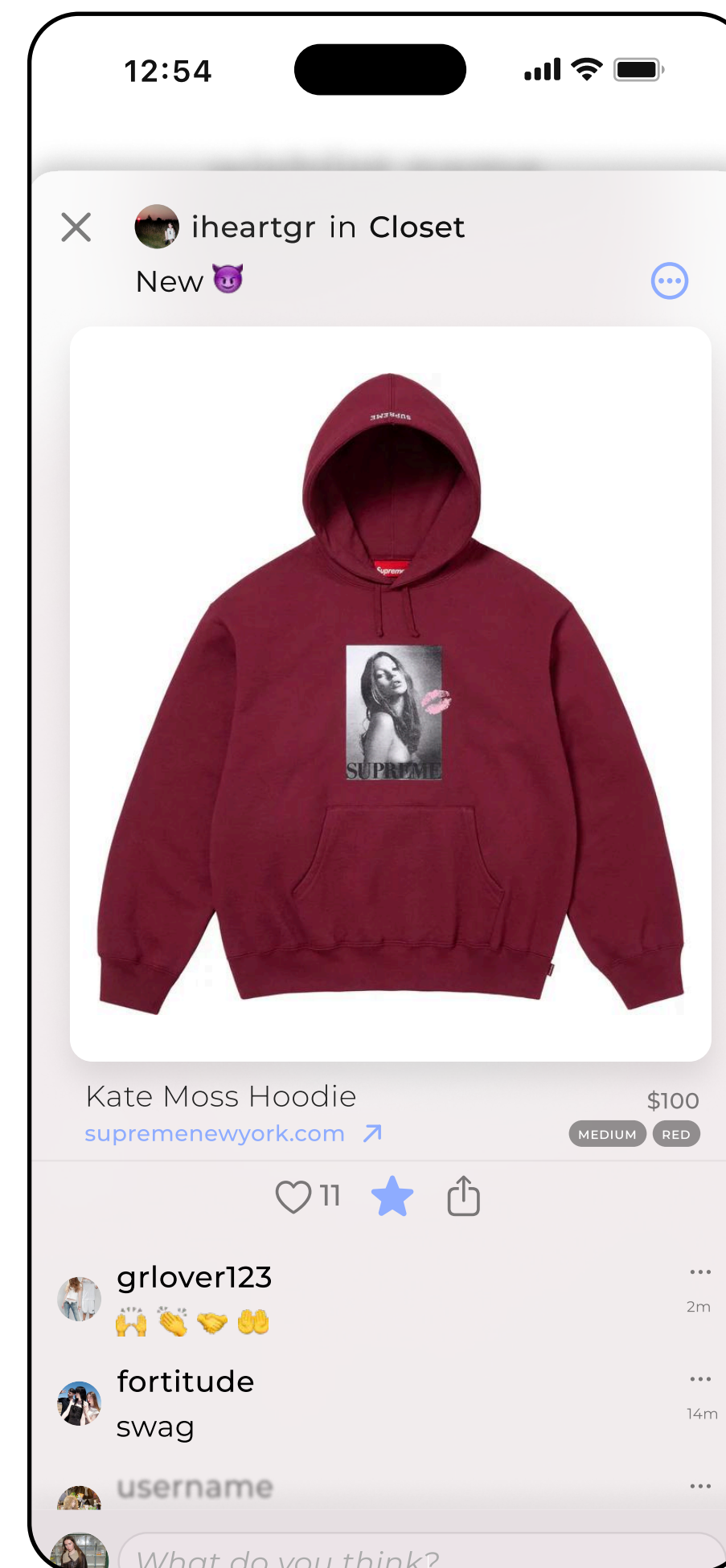
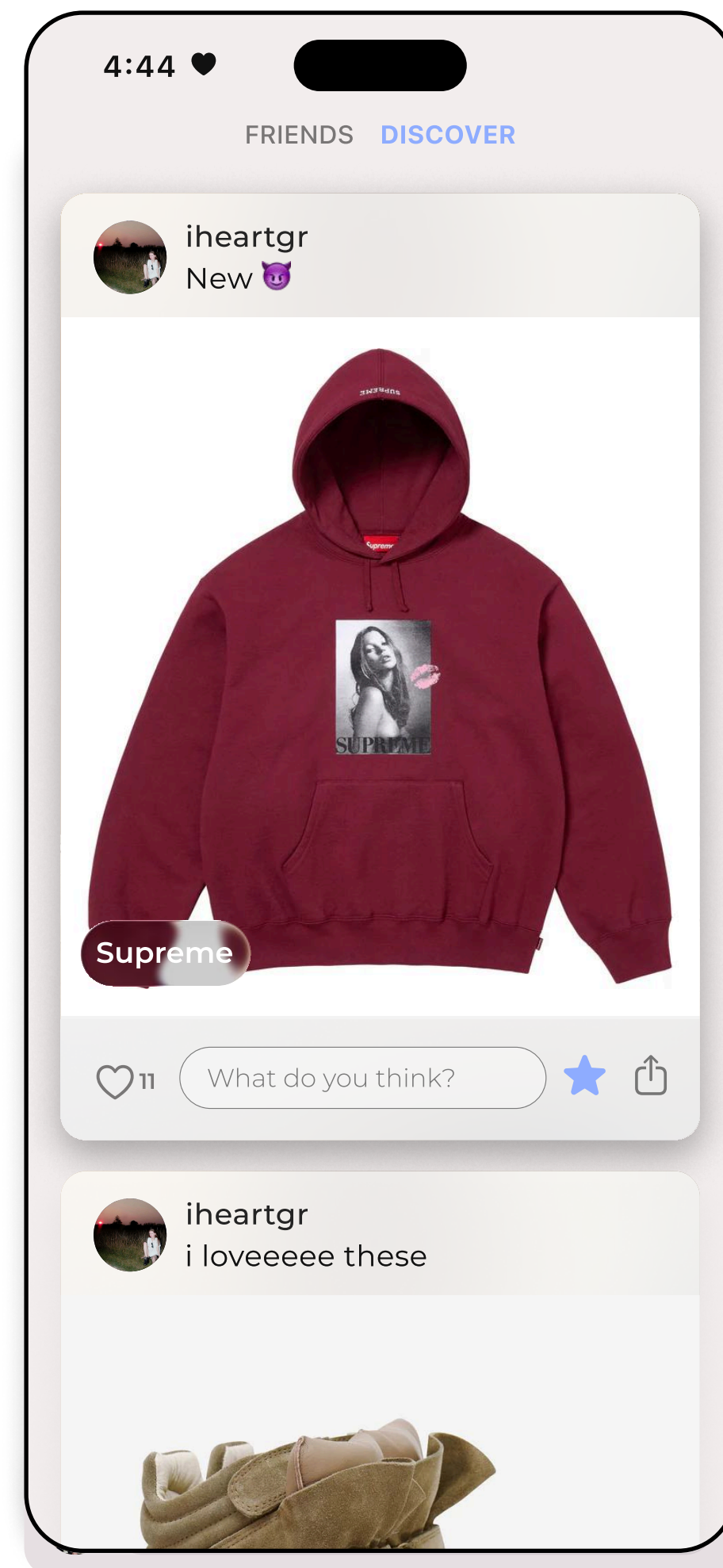
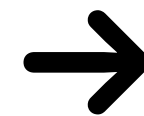
Gen-Z discovers products through algorithmic feeds.

77% of Gen-Z uses TikTok to find new products;

74% uses Instagram for product discovery. They expect a feed-based browsing experience, not a search-first one.

SOLUTION → FRIENDS & DISCOVER FEED

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Designed a dual-feed system that accounted for item brand, retailer, URL, price, and user captions.

Included engagement metrics: likes, comments, and wishlisting.

Shipped Summer 2024

Ambassadors reported using the feed to discover new products and adding them to their own wishlists.

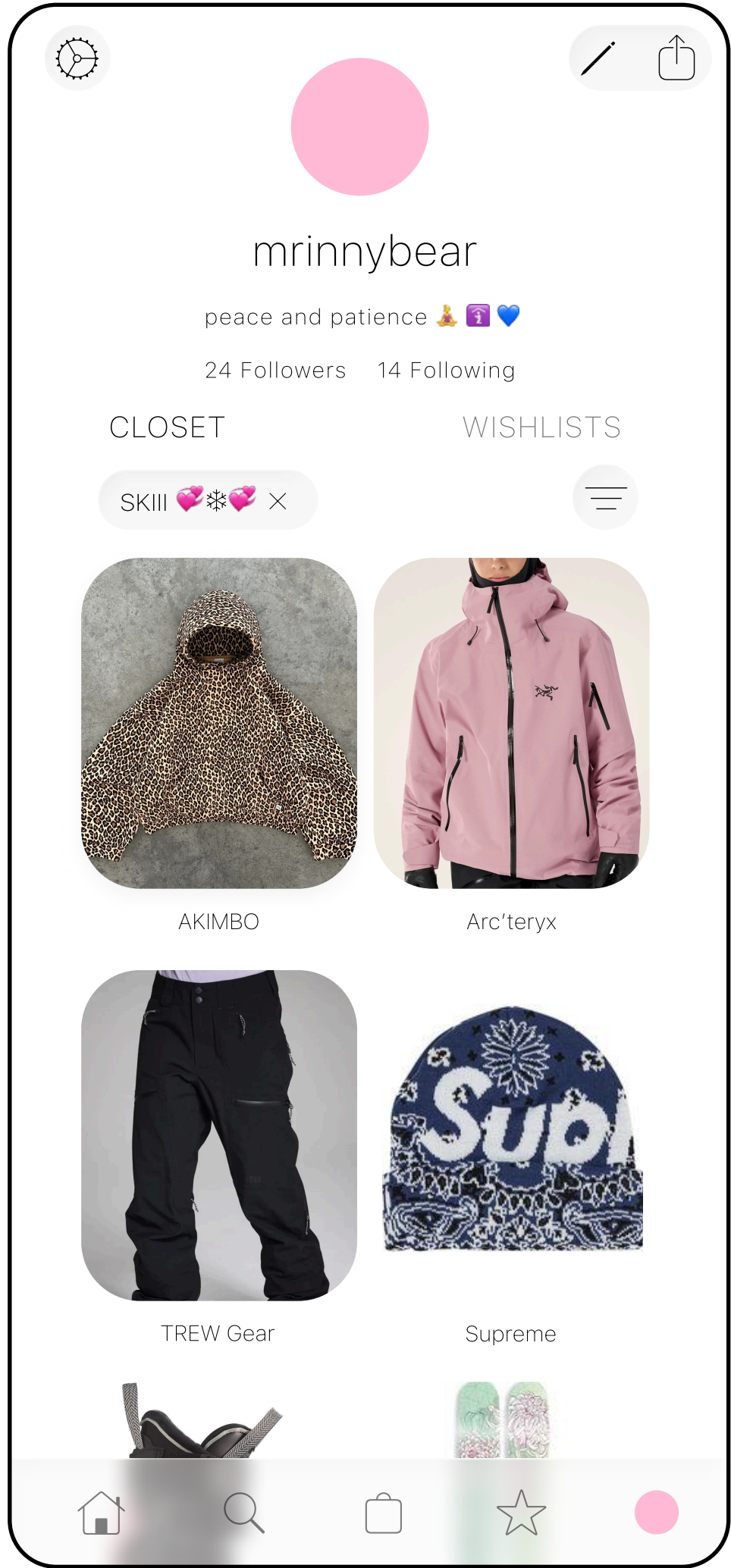
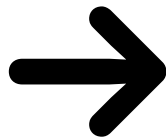
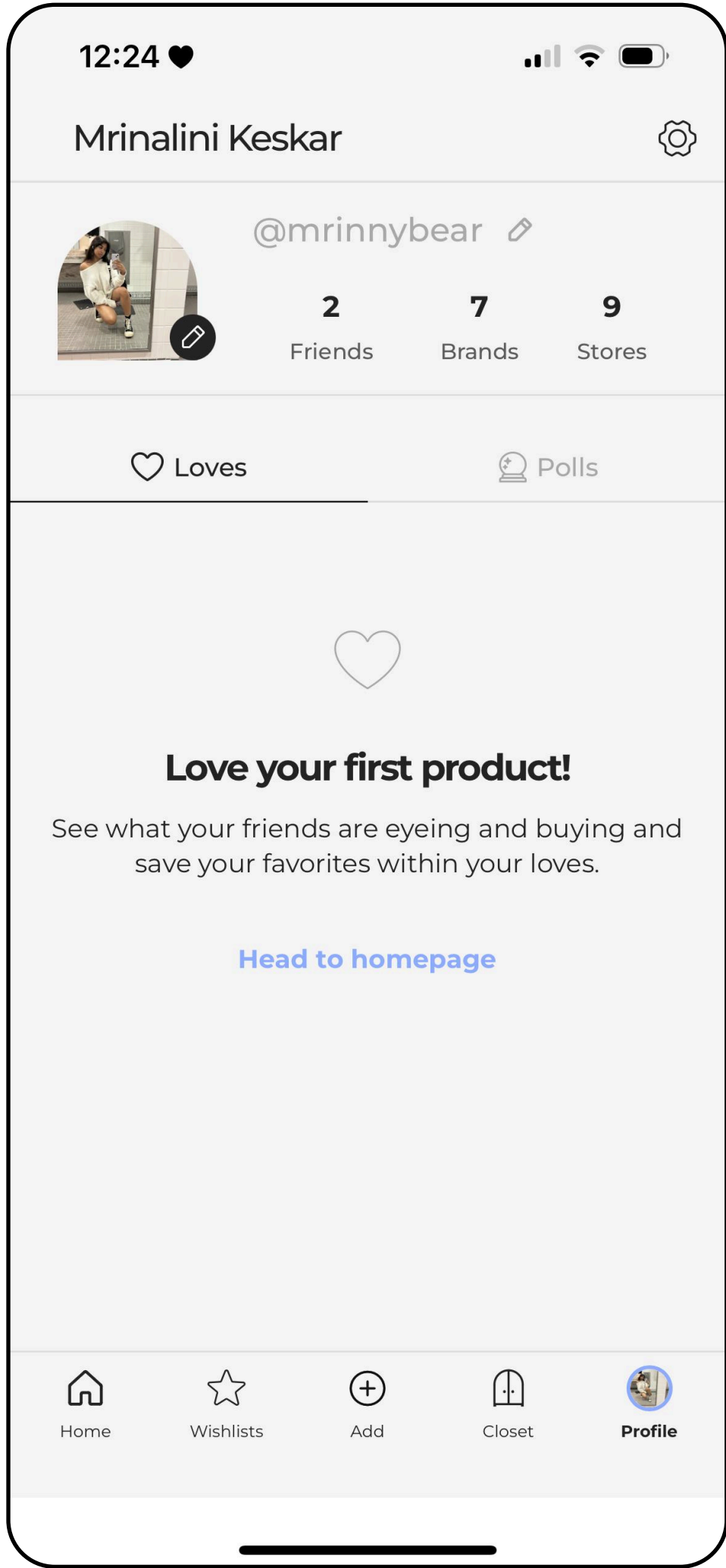
RESEARCH

Gen-Z uses social profiles to signal status and identity.

Closets and wishlists aren't purely organizational, they're self-expression. Users want their profiles to reflect their taste.

SOLUTION → PROFILE CUSTOMIZATIONS

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In user-interviews, ambassadors wanted to see their profiles as a snapshot of their style, and discover who to follow in a similar manner.

Implemented bios, and closet + wishlist-first profile as personality and taste signals.

Shipped Spring 2024



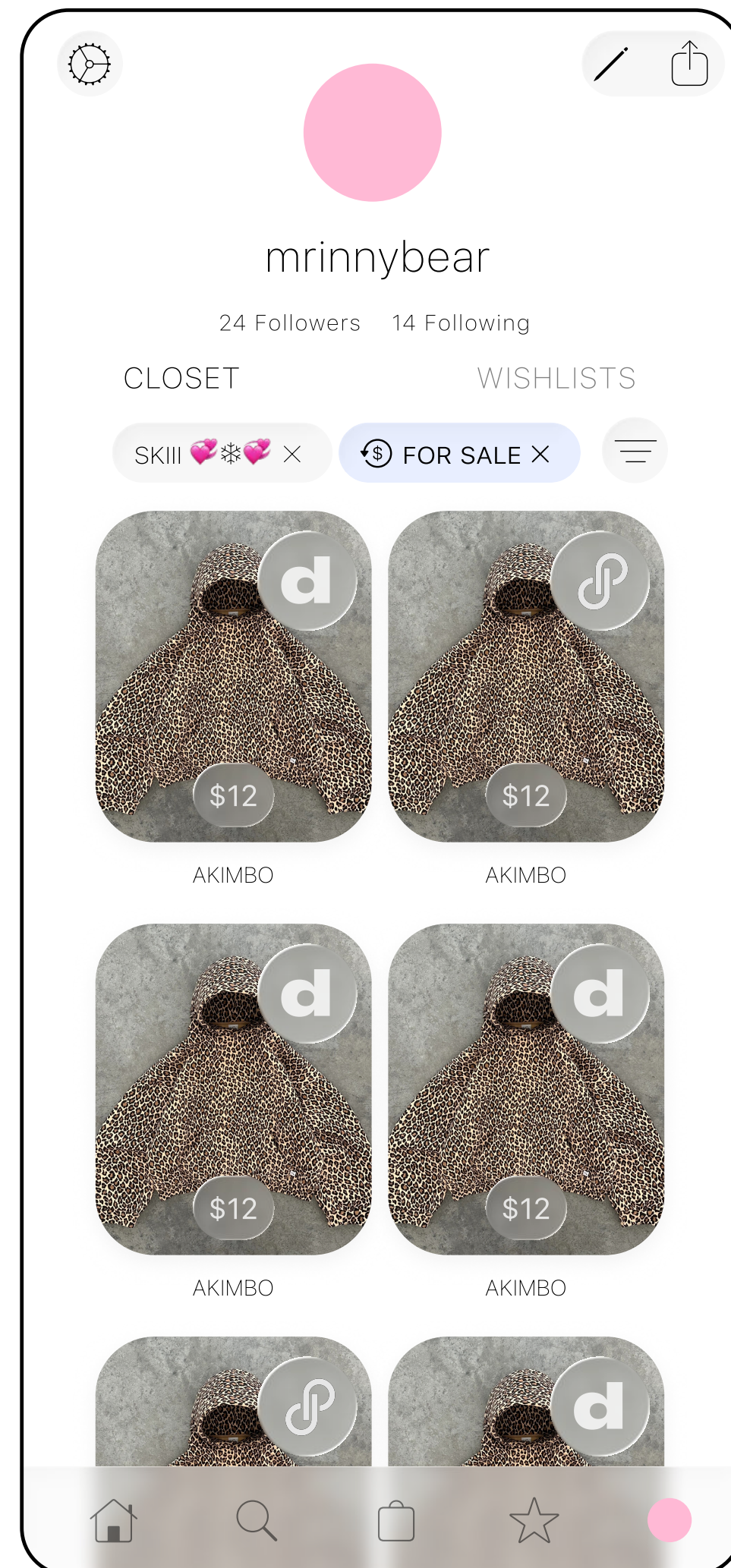
RESEARCH

63% of Gen-Z shops secondhand
56% sells clothes for extra income.

The buying and selling lifecycle is connected. An app that only does one misses half the value.

SOLUTION → RESALE API

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The scope of integrating marketplace mechanics was too wide.

Integrating APIs of existing resale apps became the solution, turning Garde-Robe into the full shopping ecosystem: discover, get input from friends, add to closet, resale, repeat.

Assisted in integrating APIs of existing resale apps:

Designed one-click resale flows, display and discovery of for-sale items.

Poshmark integration shipped Winter 2025