

Xuechangcun

PM

Professional Summary

- (Startup experience) Accepted by Zhen Academy
- Computer science and technology background, enterprise services and international standards, community life services, live streaming, (overseas) social, technology media experience (global)
- Many times involved in startup projects from 0 to 1, from the user's point of view, regular analysis of user behavior/psychology/habits, responsible for implementation, growth, commercialization, revenue
- Easy-going, good communication skills, strong sense of responsibility, patient, and good communication skills. Strong stress tolerance, good at working with leaders and colleagues
- Good at problem identification, problem solving, continuous learning ability, and output stage summary

Skills

- Product requirement management (from 0 to 1), product strategy, user and target growth strategy, data analysis, commercialization strategy
- Collect product requirements, design and manage product prototypes (boss backend/web/app/h5/applet) through mainstream product tools
- Follow up product planning, optimize product requirements, participate in product quality acceptance and improve user experience
- Be good at user profiling and stratification, and provide solutions to improve user retention,

Professional Experience

Senior Product Manager, PingWest, Technology Media, News and Information **2021/08/23 - 2022/04/08**

PinWest (B2C) - Serving global technology innovators: information coverage, event summits, content marketing planning, overseas services, etc.

- Update and iterate the Chinese official website, English official website, APP, app, etc. of PinPlay: function improvement, content display, community building (private domain direction) - Provide partners (Google, Twitter, Snapchat, etc.) with thematic planning and building, and product content marketing, demand solutions
- Provide recommendations around content marketing clicks through Sensors Data big data analysis
- Assist product development team in hiring and team building (creator, content community, private domain direction)
- Collaborate with product team members to promote cross-departmental R&D, testing and operation of business lines (including kol, koc channel promotion)

Product Manager, Sound Up, Voice Room Social **2021/07/12 - 2021/08/08**

Micro Stranger (2C) - pan-entertainment, voice skills, voice room, speech chat direction

- Sort out the business model of voice room social project, write business financing plan BP - Responsible for planning and building voice chat social app
- Optimize voice scenario, business process, portable prd and prototype
- Cooperate with operations to output product requirements, strategy related

Product Director/Senior Product Manager, Day & Night, Sound Social **2021/05/06 - 2021/05/24**

Lika (2C) makes friends with strangers through voice interaction, including: social matching, voice lobby, pan-entertainment gameplay, games, gifts/top-ups and VIP system

- Conduct user profiling, user stratification, and optimize product flow and user experience for over 6.4 million+ users in historical product versions (main package and vest package)
- Responsible for product solutions and data results for commercial revenue growth, user experience, and retention (daily/sub-retention) for the Sound Social business line



- Analyze user behavior data through Sensors Data and perform intelligent analysis/recommendations/operations to achieve product requirements and data-driven objectives
- Collaborate with product team members to promote cross-departmental R&D, testing, launch and operation of business lines (including kol, koc channel promotion)

Entrepreneurial Experience Product Partner

2018.7 - 2021.4

Product Lead, YHSJ, India, Mexico, Overseas Short Video Social 1V1

Provide overseas products such as Vigo Live, Emoki, Heya, etc.: localization strategy, 1v1 video dating demand solution, pay rate increased from 3% to 15%

- Optimize and improve existing product requirements, and develop product plans and revenue models;
- Ranked a number of apps operated by the company in the app Annie ranking of Google Play free app No. 1, another two apps ranked in the top 10
- Develop product gameplay and strategy for overseas markets, and be responsible for the effectiveness of product requirements, data, growth results, and revenue results;
- Responsible for version update, cooperate with Google/Facebook etc. market launch, drive cross-departmental product development, testing and launch;

Product Partner, Tuotuo, Astrology Social

Social interest direction, strategy play for young people through horoscope matching algorithm, 89.76% female users

- Build product technical team, team management, project schedule coordination, team recruitment and construction;
- Responsible for Zaotao product business process, optimization, product system reconstruction (APP, public number, h5, and small program);
- Lead: horoscope, social strategy, matching algorithm, membership system, task center, top-up currency system, square dynamic rules, etc.; - Manage team, business requirements, cross-departmental teamwork, and have completed two versions of updates and releases;
- Responsible for version update, driving product development, testing, and launch;

Co-Founder, Plantmatch, Seattle, US, AIoT Community of Interest

Plant interest community, plant culture, green sustainable living space, plant smart hardware SmartBandTM, plant AI recognition + IoT

- Design product prototype demo, MVP, strategic cooperation with Vanke, docking with Microsoft flower knowledge, Hangzhou Picture This plant specimen AI API;
- Through the incubation and acceleration of Vanke international acceleration period, docking with C/ B-side business in plant, real estate, environmental protection, co-working space;
- Docking strategic partnership for investment and financing, exploring potential users in Vanke, following up the progress of project and outsourcing team app development;

Product Manager, Big Cloud Technology, Meipai Live + Easy Get online doll catching (live streaming strategy tool to cash in)

2017.11 - 2018.5

The company's blockchain Toy Chain, designed around the company's business online doll catching platform, is strategically partnered with Easy Catch AR Live Doll Catching, a merchandise bidding and selling business.

The business. We have a lot of other platforms to C, such as Meitu's Meitai, Renren, Datang Mobile, Cool Music, and We Love.

- Undertake over tens of millions of user traffic, collect initial user portraits, segment user groups, and organize and output PRD documents and prototype Demo; - Responsible for the progress of the online version of each platform doll catching products, data monitoring, revenue, product retention and catching the claw rate;
- Sort out the business process breakpoints, guide the user and functional operation expectations, the business process to achieve closed-loop;
- Develop reward for catching, ice-breaking invitation activities, PK tournament system, platform interaction to get invited, new dolls, daily sign-in coin delivery;



- Establishing user community, product interface with Meitu, Renren, Jingdong, Datang Mobile, Cool Music, We Love, Tencent and other platforms;
- Improve the product experience in terms of product planning, user retention, claw rate, doll categories online, package and inventory pressure, user behavior, etc;

Product Manager Biased Strategic Operations, Receiving Bao (CaiBird Post) / O2O Local Life Service
2015.5 - 2017.9

The last mile O2O ,merchant courier collection, user shipping service

- Collect requirements from the merchant/courier side of the Collect+ platform, and compile and export PRD documents and prototype demos;
- Participate in the platform (requirement collection, requirement pool filtering, requirement and test case review) and participate in test acceptance;
- Regularly perform (data summary analysis) on WeChat app, app, sql-order, order city, and stamp payment purchase dimensions;
- Cooperate with merchants (online application process for opening post, design h5 sharing invitation reward activities);
- Design merchant's post opening process, set opening level, promotion code and (background generation and distribution function);
- Acceptance of platform version iterations and expected online functions;

Product Requirements Quality Engineer, CSI Cloud Platform
2011.10 - 2015.5

Cloud Innovation Division, cloud application platform requirements collection, BPM process sorting, quality acceptance, version optimization

- Version optimization, PRD requirement output, quality acceptance for AliHealth (online drug purchase);
- Central Ministry of Finance Information Network Center (bidding) web, client, app requirements, process and quality follow-up for bidding management system;
- China Minmetals E-commerce (financial transaction) process optimization, requirements and test case review;
- Microsoft windows8 store app requirements process Privacy statement Local laws and regulations Terms and conditions;

Education

Huazhong Normal University	2009-2012
Computer Science and Technology (Certified Software Engineer)	

Tsinghua University, Wudaokou School of Finance	2018/12
DKCF - NCU MBA, Investment Management and Industry Opportunities	
DKCF - NCU MBA, Industry Development and Technology Trends	

Zhen Academy (True Foundation)	2018/11
Business Logic and Self-Awareness, Entrepreneurial Failure Training Institute	

Overseas experience

Dubai, Bangkok, Seattle, New Delhi