

Guanming Qiao

guanmingqiao@gmail.com | github.com/GuanmingQiao | 980-422-2706 | Vancouver, BC

EDUCATION

COLUMBIA UNIVERSITY, *B.S. in Computer Science*
UNIVERSITY OF BRITISH COLUMBIA, *M.S. in Computer Science*

Class of 2019
Expected: 2025

WORK EXPERIENCE

Bybit (Top 5 Crypto Exchange) Singapore
Senior Product Manager September 2022– May 2023

- In charge of management and end-to-end iteration of **campaign management system (CMS)**, driving user growth
- Push two company-level campaigns online ([World Cup 2022](#) and [Bybit 4th Anniversary](#)) from strategy design to implementation, driving 80,000 new sign-up users, 60,000 initial depositors and \$2.5 billion in derivative trading volume

Tencent Shenzhen, China
Product Manager April 2021 – July 2022

- Responsible for driving **user growth strategy** of Little World, a **50-million daily active user (DAU)** algorithmic short video app
- In alignment with internal stakeholders' business goals, define and track key growth metrics through automated **data dashboard**
- Work with data scientists and business stakeholders to conduct **user profile/behavior analysis**, finding **data insights** to drive

consumption or content growth, define **PRDs**, implement requirements and **AB-test** these changes

- Achieve key results: user activation strategies boosted churned user return rate by 20%, while recommendation optimization for key content creators increased publish rate by 1.1%, and publish retention by 3.1%

GrubHub New York, NY
Software Engineer August 2019 - September 2020

- Work on Infrastructure Platform Engineering team, focusing on GrubHub micro-services architecture's AWS integration
- Contribute to improving GrubHub's **micro-services** architecture
- Enhanced the visibility, maintainability and resilience of GrubHub's cloud resources by building a self-service **AWS infrastructure-as-code** deployment pattern, being noted [in the news](#) for helping GrubHub achieve infrastructure stability

PROJECTS

Fuzzing Smart Contract Vulnerability Vancouver, BC
University of British Columbia October 2023 – Present

- Conduct program analysis and software testing research in University of British Columbia's Software System Lab (SPL), under supervision of Professor [Caroline Lemieux](#)
- Profiled state-of-the-art **fuzz testing** tools for EVM-based smart contracts, and identified their inability to detect **application layer vulnerabilities** such as price oracle manipulation attacks
- Propose and evaluate possible optimizations by improving test mutation and sampling algorithms

Bybit Campaign Management System Singapore
Bybit November 2022 – May 2023

- From 0-1 proposed, built and oversaw adoption of One-Stop Campaign Platform, Bybit's internal **Campaign Management System** that manages **full campaign lifecycle**, including pre-campaign configuration & approval, in-campaign monitoring, post-campaign ROI calculation and rewards distribution
- Worked with Finance, Operations and Leadership teams to set up budget and campaign **approval workflows**, integrating **automated vulnerability checks** and **event logs** that enhance system accountability and budget usage transparency
- Worked with UI/UX team to integrate Bybit CMS with [Builder.io](#), providing Operations team a low-code platform "drag-drop" UI setup experience when setting up campaign pages ([example](#))
- Promoted integrated platform to 200+ international teammates, supporting 8 live campaigns within the first week of rollout, with average campaign setup time taking less than 60 minutes

Content Creator Growth Shenzhen, China
Tencent August 2021 – July 2022

- Optimized recommendation traffic distribution by **identifying plagiarized content** with CV model, and AB-tested

recommendation degradation strategy of these content on specific user profiles, freeing up 15% of global traffic onto user generated content (UGC), boosting publish rate by 5%

- Worked with Data Science and Operations teams to build **content creator quality model**, identifying top traffic-contributing, high quality, and original content creators
- Built up **Creator Center page** and implemented traffic boosting strategy for VIP Creators, doubling the number of top Creators, and increasing their publish retention from 52% to 72%
- Worked with DS team, Recommendation Engineers, and CV engineers to identify and distribute publication-inducing contents to sensitive users, doubling the exposure of these contents on key users and boosting global publish rate by 1.1%
- Conducted data mining to identify **key interactions** that significantly boost creator retention, and used combined strategies to satisfy creator need, boosting publication retention by 3.1%

Churn User Recall Shenzhen, China
Tencent April 2021 – July 2021

- From 0-1 participated in Little World's transition from Instagram-like social app to TikTok-like short video app
- Building a **hierarchical user lifecycle model** from perspective of user growth, and identifying key users to recall after app's major remake
- Formulated and AB-tested **tiered recall strategy** for churned users based on user research and data analysis, leveraging a matrix of product abilities including NLP-based bot interaction, social network recommendation, and multi-channel exposure of Little World content
- Increased churned user return rate by more than 20%, while negative indicators (e.g. retention rate) did not decrease significantly compared to new users