

王巧滢

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产品经理

教育经历

华中科技大学 - 能源与动力工程 本科

2018年09月 - 2022年06月

GPA: 3.5/4.0; 主修课程: 产品设计、项目管理、数据建模与报表分析等课程

工作经历

富途网络科技(深圳)有限公司 - 产品策划

2024年03月 - 至今

1. 全链路金融开户&出入金系统建设

- 主导设计KYC/AML/CDD多地区(香港/新加坡/马来西亚)合规检测系统, 覆盖用户身份核验、交易监控等场景, 提升业务效率30%, 降低合规风险40%;
- 重构开户流程, 策划“开户送苹果股票”活动, 单月MY新增用户超20万, 获公司年度创新项目奖;
- 搭建机构API资金管理系统, 零售侧支持DBS自动退款, 本地新币退款时效提升90%, 机构AUM月均增长20%。

2. 增长&营销系统策划

- 设计AI多语言翻译引擎与营销配置系统, 工具使用效率提升200%, 运营配置效率提升50%。

淘宝(中国)软件有限公司 - 产品策划

2023年09月 - 2024年01月

1. 淘宝视频创作者激励体系重构

- 构建“任务代币+等级权益”双轨系统, 降低25%财务消耗, 用户任务完成率提升40%;
- 设计创作者成长可视化面板、结合行为数据生成个性化激励方案, 工具使用渗透率提升30%;
- 建立AB测试矩阵机制, 3周完成20组策略验证, 最优方案推动GMV增长10%。

2. 淘宝双十一大促用户增长

- 整合全域流量, 搭建“主会场+行业分会场+店铺馆”三级流量分发体系, 设计分层投放、人群定投等功能, 内容透出效率提升20%, 高于大盘均值;
- 设计社交裂变策略, 策划用户生成带货短视频并@好友拆红包、内容种草挑战赛等活动, 内容曝光量破5亿, 拉新成本降低25%。

西山居互动娱乐科技有限公司 - 游戏产品策划

2022年07月 - 2023年09月

1. 游戏生态与商业化设计(剑网3)

- 重构VIP成长体系, 设计“赛季通行证+动态特效”创作工具模板, 付费参透率从25%提升至40%;
- 首创“师徒分成机制”, 创作者带新转化率提升18%, 构建可持续创作生态;
- 搭建限量外观拍卖系统, 通过稀缺性策略实现周流水+200%。

2. 用户成长体系搭建(尘白禁区)

- 设计“每日任务+周常成就”行为养成体系, 用户工具使用留存率从18%提升至35%;
- 搭建H5工具教学矩阵(枪械改装模拟器等), 实现50%预约转化率(超行业均值43%);
- 策划“皮裤禁区、枪械改装模拟器”等H5小游戏, 通过社媒矩阵生态导流, 预约转化率50%(行业平均35%)。

技能及语言

- 技能: Axure/Figma(精通)、MS Office(精通)、SQL/GA/Python(熟悉);
- 证书/执照: TOEFL(105); CFA; PMP;
- 语言: 英语-听说读写精通, 可作为工作语言; 中文-母语。

Kayla Wang

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Professional Summary

- **Leadership:** Shipped 10+ 0→1 products (fintech compliance, AI tools) with 30%-200% efficiency gains.
- **Data-Driven Execution:** Drove 10% GMV growth via A/B testing and SQL/Python analytics.
- **Cross-Team Collaboration:** Scaled \$5B+ transaction systems across 3 markets (HK/SG/MY) with 40% risk reduction.

PROFESSIONAL EXPERIENCE

Moomoo - Product Manager

Mar 2024 - Present

1. Cross-Border Compliance System:

- Led KYC/AML system design for HK/SG/MY markets, reducing risks by 40% and boosting efficiency 30%.
- Launched "Open Account & Get Apple Stock" campaign driving 200K+ new users (150% above target).
- Built API-based fund tools for DBS Bank, cutting refund time by 90% and increasing AUM 20%.

2. AI Growth Marketing Systems:

- Scaled AI translation engine, improving tool efficiency 200% and reducing manual ops 50%.

Taobao (Alibaba Group) - Product Manager

Sep 2023 - Feb 2024

1. Creator Economy:

- Revamped incentive model with "Token + Tiered Benefits", cutting costs 25% and lifting task completion 40%.
- Deployed real-time analytics dashboard, increasing tool adoption 30%.
- Optimized 20+ A/B tests, achieving 10% GMV growth during 11.11 sales.

2. 11.11 Global Shopping Festival Operations

- Designed 3-tier exposure system (Main+Category+Store), boosting content efficiency 20% above baseline.
- Launched viral "Split Redemptions via @Friends" UGC campaign, generating 500M+ content views and reducing CAC by 25%.

Kingsoft Interactive Entertainment | Game Product Strategist - Game Product Manager

Jul 2022 - Sep 2023

1. Gaming Ecosystem Monetization

- Revamped VIP loyalty program, increasing paid user penetration from 25% to 40% and template reuse rate to 80%.
- Created "Mentorship Revenue Share" model, boosting creator monetization rate by 18% and long-term retention by 15%.
- Launched limited-edition skin auction system, driving 200% weekly revenue surge.

2. User Retention Toolkits

- Designed "Daily Quest + Weekly Achievement" engagement framework, lifting 30-day retention from 18% to 35%.
- Developed H5 tutorials (e.g., Weapon Customization Simulator), achieving 50% pre-registration conversion rate (industry average: 35%).

EDUCATION

HuaZhong University of Science and Technology - Energy Engineering Bachelor

Sep 2018 - Jun 2022

985 QS Top100

- **GPA: 3.5/4.0; Coursework:** Product Design (A+), Data Modeling, Agile PM
- **Awards:** Gold Medal, Innovation Design Competition

Skills & Certifications

- **Technical:** Axure/Figma (Prototyping), SQL/GA/Python (Data Analysis), Jira/Confluence (Agile Collaboration)
- **Certifications:** CFA Level I Candidate, PMP®, TOEFL iBT 105
- **Languages:** English (Professional Working Proficiency), Mandarin (Native)