

Sample works

The home page of Meituan



The promotional discount page



I was the product manager for this flash sale channel at Meituan.

I cooperated with front and back-end engineers and UI designers to develop both the front page for users and the promotion system for local business.

I coordinated with the sales team and a half-million local businesses to promote the use of my product (page on left)

everyone is a food critic



the right way to film food



These are some of the online campaigns I did at Douyin (Tiktok China)

The purpose of these campaigns was to encourage more user generated content(UGC) related to the food category.

I coined these hashtags(#) and combined them with newly created stickers designed under my direction and music I selected (*stickers and music choice are the two most import features on Douyin*). I then cooperated with the influencer operation team to invite top influencers on the platform to use my hashtags and increase user participation.



This is the report of one of the online-to-offline campaign cooperating with Burger King

The purpose of this campaign was to explore the transaction potential of local business through online campaigns at Tiktok.

We used the coupon function combined with video and customized music from Burger King to attract around 62 thousand users who actually used the coupon on the shop.