

Brian Shang

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EDUCATION

Santa Clara University, Leavey School of Business

Santa Clara, CA

Master of Science Candidate, Information Systems

June 2026

- Relevant Course Work: Java, Data Analysis with Python, Financial Accounting, Natural Language Processing

Beihang University

Beijing, China

Master of Engineering, Electronic Information Engineering (*Focusing on Image Recognition and Radar Simulation*)

July 2010

Beihang University

Beijing, China

Bachelor of Engineering, Electronic Information Engineering (*Ranking 21/180*)

July 2002

TECHNICAL SKILLS

Programming Languages: Python (NumPy, pandas, seaborn, scikit-learn), Java, html

Data Science: Data wrangling, visualization, classification, regression, clustering

Professional Tools: MS Office, Git/SVN, Xcode, VS Code, Adobe Photoshop, Adobe XD

Product R&D: Mobile app development, SaaS/PaaS product design, game development, data platform design

Project Management: Product scheme and version management, product deployment and release, software delivery

PROFESSIONAL ACHIEVEMENTS

Leadership Experience: Led team in IT system development and delivery for digital transformation of a traditional enterprise, achieved 70% market share in poultry industry across the country.

Cloud Computing: Product owner of Easemob IM Cloud served thousands of companies, overseeing the monetization process.

Sports Live Streaming: Created and managed NBA.com/China with Fantasy NBA, pioneering live sports event broadcasts in China with over 1 million daily active users.

App Development: Led the development and operation of Le Sports App, introducing innovative and interactive features as one of the leading sports apps with 3 million users.

Game Design: Game producer and core algorithm designer of "Hoop Legend," won Best Sellers of App Store in 2012.

EXPERIENCE

Wode Botron, Inc.

Beijing, China

Director of Product Center

December 2020 - May 2023

- Responsible for R&D of Smarter Layer and other products in this agricultural technology company.
- Designed, developed, and delivered IT systems and services for in-house digital transformation.
- Led product team to design schemes and roadmaps, managed and optimized R&D process.
- In charge of big data platform and BI system to build insights for both company and industry.

Qie Sports (Live.QQ.com)

Beijing, China

Senior Product Manager

May 2019 - July 2020

- Planned product roadmap and designed feature improvements for both mobile and web platform.
- Collaborated with different business units and implementing product requirements.
- Led product team to turn innovative ideas into reality.

FunPlus Technology Co., Ltd.

Beijing, China

Senior Product Manager

December 2017 - February 2019

- Designed open-source global data and messaging platform as product owner of Infrastructure Dept.
- Collaborated with other companies or vendors for product integration.
- Worked with management and sales team in service pricing and marketing strategy.
- Implemented and optimized product features for real-time messaging and intelligent data analysis.

Easemob Technologies (Acquired by Agora, Inc. (NASDAQ: API) in 2021)

Beijing, China

Senior Product Manager

July 2016 - December 2017

- Designed new features and optimizations for cloud service of Instant Messaging.
- Collaborated with different business units and implemented product requirements.

- Designed website with console and demo for app developers and organized technical documentation.
- Implemented Big Data platform which helped customers understanding deeper and better of their apps.

Le Sports, Inc.

Beijing, China

Senior Product Manager

March 2015 - July 2016

- In charge of Le Sports app development (iOS and Android), expert of App Store review and release.
- Great efforts in keeping the App updated and optimized, attracted over 2 million daily active users.
- Cooperated with other departments or business units in LeEco for different projects.
- Innovation and user experience oriented, made four patent applications of fantastic new features.

Beijing Yiqixinyou Information Technology Co., Ltd.

Beijing, China

Product Director / Game Producer

October 2010 - January 2015

- Responsible for game development and operation, focused on game architecture and strategy.
- Produced a game of basketball manager named "Hoop Legend", won "Annual Best-selling Apps 2012" of Sports category from App Store.
- Developed mobile game "Basketball Manager 2K15", introduced a 3D game system and innovated a unique simulation algorithm for real basketball matches.

NBA.com/China

Beijing, China

NBA Chief Editor / Project Manager

March 2006 - December 2008

- Responsible for building and operating of NBA.com/China as a project manager and chief editor.
- Built the first website in China to live broadcast sports events which attracted over one million DAU (Daily Active Users) with 15 million PV (Page Views) per day.
- Participated in the game "Fantasy Basketball Manager" as a game designer.

TOM.com

Beijing, China

Staff Writer, part-time

October 2002 - March 2006

- Wrote original articles for NBA column including commentary, analysis, and news etc.
- Participated important competitions as an online reporter with my own column on the website.
- Built and edited web pages for major sports events including Olympic Games (Athens 2004) and NBA Finals.

ACADEMIC PROJECTS

Project Name: A Natural Language Processing (NLP) Model for EV Market Sentiment Analysis (In progress)

Project Name: Target Recognition in Synthetic Aperture Radar (SAR) Images

ADDITIONAL INFORMATION

Interests in Frontier Technologies: Passionate about Big Data, Artificial Intelligence, and exploring cutting-edge innovations in image recognition and processing.

Professional Values: Strong advocate for problem-solving and continuous learning, with a commitment to staying ahead in the rapidly evolving tech landscape.

Global Exposure: Enthusiastic traveler with firsthand experience of diverse cultures, fostering adaptability and a global perspective.

Personal Hobbies: Enjoy sports and music, often participating in recreational activities that promote teamwork and creativity.