042815

Job Intention: Product Manager

Basic Info

Date of Birth: 1994.10.05

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Current Residence: Hefei, Anhui Province

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Education

2010.9 - 2014.6   Huazhong University of Science and Technology   Materials Forming and Control Engineering Bachelor's Degree

Major courses: C++, Analog Circuit, Digital Circuit, Principle of Microcomputer, Design of Mechatronics System, Principle and Application of Single Chip Microcomputer, etc.

2014.9 - 2017.6 Huazhong University of Science and Technology Materials Processing Engineering Master's Degree

Research directions: Development of automation equipment-Development of 3D printing equipment and its system control; Material preparation and bionic structure printing-3D printing bionic scaffold with bionic material, and experimental characterization;

Work Experience

2017.7-2020.4 IFLYTEK CO., LTD   Hardware Development —— Structural Development Engineer

Job description:
- Participated in the discussion of the demand scheme of new products and formulated the structural design scheme;
- Took charge of the detailed design of product structure and subsequent structural optimization, solved the structural problems in product design, development process and mass production stage, and carried out iterative optimization;
- Coordinated with ID design /CMF to tackle product appearance problems and ensure the perfect presentation of ID design; Assisted EE engineer to solve hardware and layout problems;
- Prepared and filed product structure design documents (Structure 2D/BOM/SOP);
- Communicated with the outsourcing factory, completed the mold opening and auxiliary material processing of structural parts, and assisted the assembly factory in the product assembly process, product production and capacity climbing;
- Assisted in the reliability test of products.

Achievements:
- Completed the structural development of Xiaoman Robot; Designed and optimized the chassis structure (similar to sweeping robot); Realized the mass production of Xiaoman Robot;
- Conducted the structural design of the recording pen M1S, A1, and the development of the special audio structure; Completed the mold opening and mass production with outsourcing factories. IFLYTEK recording pens currently rank TOP1 in the category of recording pens, and the effect of the special audio equipment in the B-end special scene far exceeds that of competitive products;
- Served as the special person in charge of audio structure design, carried out the audio-related structure design of IFLYTEK products, sorted out the specifications of audio structure design, improved the audio effect of products, and ensured the voice recognition rate and noise reduction capability of products;
- Worked closely with outsourcing factories in the process of R&D, and grasped a deep understanding of the upstream and downstream supply chain of hardware product manufacturing and production.

Work

2020.4 - Present   **IFLYTEK CO.,LTD**   **Hardware Product Manager & Hardware Representative**

Job description:
- Concept stage: Conducted demand research, customer interview, competitive product analysis, collected market feedback and user demand; Carried out market research, user demand analysis, defined and designed products, and output PRD documents and hardware specifications;
- Planning stage: Dispatched internal and external resources to fulfill product development project, and performed product development demand input, specification locking and cost locking, and development plan confirmation;
- Development stage: Coordinated R&D related modules to handle product development and product acceptance;
- Verification stage: Coordinated the factory, certification and testing to accomplish the product quality verification, and ensured the completion of the pilot and product quality;
- Launch stage: Conducted product pricing, internal shelf listing, product launch and other work;
- Life cycle management: Responsible for after-sales, production and sales, delisting, iterative updating and other aspects in the mass production stage of products, and participated in product management analysis;
- Other work: Continuously tracked the national policies, product markets and product technologies of related industries, and sought for new product opportunities.

Achievements:
Product Manager & Project Manager of Learning Machine IFLYTEK BC-end Learning Machine Products
- ➢ Continuously tracked the national policies and completed the BC-end market competition analysis (BBK, Read Boy, Duer, Seewo, etc.);
- ➢ Carried out the market analysis of learning machine category, and clarified the direction of subdivided scenes and user groups; Initiated user portrait analysis and demand research;
- ➢ Output PRD documents and product specifications of learning machine; Determined the iterative plan of learning machine products, as well as the differentiated SKU layout, and formed the whole category of subdivided scenes;
- ➢ Connected the software and hardware development team, formulated the secondary project management plan, refined the project management, and achieved the landing of products from 0 to 1, and 1 to 100;
- ➢ Followed up the pilot work of products in schools and potential users, carried out the demand acceptance of products, and successfully launched learning machines;
- ➢ Tracked the after-sales problems of learning machines, and promoted the optimization of product experience. 500 K+ learning machines I was responsible have been sold up to now.

Product & Technical Owner of Capacitance Pen
- ➢ Laid out the learning machine stylus (active capacitance pen), and added the the stylus to learning scenes to endow students with a better experience and enrich the learning machine scenes;
- ➢ Carried out the market research of stylus, completed the product definition of IFLYTEK's first-generation and second-generation stylus, and led the team to develop the stylus from scratch;
- ➢ Made the experience and effect of the learning machine reach, the most important learning partner, reach the same level as that of Apple and Huawei through the two product iterations;
- ➢ Explored the domestic market of capacitance pen, established positive relationships with manufacturers and outsourcing factories, continuously studied the latest market technologies, and performed iterative product optimization;
- ➢ Built the perfect experience model and evaluation parameters for the stylus, assisted the software and hardware to set up the corresponding test laboratory, and carried out quantitative and qualitative analysis of the overall experience;

Work Experience

Hardware Representative of Education BG Classroom & Personalized Learning Manual Product Line (Hardware Expert of PDT Team)
- ➢ Completed the definition and development of hardware products in product line, managed the whole life cycle, and responsible for the operation status of products;
- ➢ In the classroom business line, mainly carried out the iteration of hardware products in educational solutions, including learning machines, ink screens, learning accessories (dot matrix pens, tablets, etc.), charging cabinet, etc. At present, IFLYTEK classroom solutions rank Top 1 in the country;
- ➢ In the personalized learning manual business line, improved the efficiency of hardware products in the original business process, enhanced the service efficiency by 100%, increased the purchase conversion rate and product experience of products, and helped the hardware products entered 100+ schools;
- ➢ Supported the product line in the pilot and marketing of hardware products, and assisted the product line to establish a complete whole-process management system of hardware products;

Product Expert
- ➢ Product management process sorting: Refined the access mechanism of product development, formulated market research, competitive product analysis, PRD document and product demand pool management template to ensure the accuracy and effectiveness of product demand; Established the acceptance mechanism for product effects in the development process to ensure product experience;
- ➢ Managed a 3-person product team and trained 2 product managers;

Honors

2020 "Advanced Individual" of IFLYTEK Hardware Center
2021 "Excellent Communist Party Member" in IFLYTEK
2021 Selected into the Company's Rising Young People Phase II Plan (Senior management talent reserves)

Skills & Certificate

CET-4/6, outstanding listening, speaking, reading and writing skills, able to quickly read English professional documents and books;

Passed the National Computer Level 2 Examination, and proficient in office-related software;

Skilled in applying Python for data capture and data analysis;

Adept at using ProE, UG and other 3D modeling software and AutoCAD 2D drawing software.
Proficient in XMIND/VISIO/PROJECT.

Self-evaluation

Professional abilities:
3-year experience of hardware development +2-year experience of product, equipped with hardware background (profound knowledge of structure development and hardware), familiar with IPD development process, proficient in refined project management, and extensive experience in product definition and development management of intelligent hardware; Familiar with Python, proficient in data capture and analysis of new products;

Leadership abilities:
2-year experience of product development management, able to well coordinate internal and external R&D and testing resources, ensure the timely and quality delivery of products, and establish the product circle, and obtain first-hand market information in time; Lead a 3-person team, arrange the work reasonably, and ensure the effective work;

Qualities:
Abide by professional ethics, remarkable adaptability, active, impressive communication skills, and strong learning ability (self-studied python)