

# IRIS ZHOU

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Aspiring AI Product Manager with hands-on experience in content strategy, user research, and AI product development. Skilled in prompt engineering, RAG systems, and data-driven decision-making.

## EDUCATION

### Wuhan University

Sep 2023 – Jul 2027

B.A. in Chinese Language & Literature | Minor in Communication GPA: 3.83 / 4.00

- Relevant coursework: Interaction Design, Communication Statistics, Gender Psychology
- Led AI-in-education applied research (since Oct 2024): conducted **15 semi-structured interviews** across teachers, students, and administrators; published findings in *China Education Daily* (front page)
- Deputy Head of campus media team (30+ members); directed 10+ cross-platform campaigns reaching 100K+ views

### Université Paris Nanterre (Paris 10)

Aug 2025 – Jun 2026

Exchange Student, Sciences Humaines et Sociales

- Coursework: Exhibition History, English-Language Media Analysis, Social Media Analytics
- Completed multilingual course projects across 14 countries' product ecosystems (social media, e-commerce, payments); developed cross-regional localization insights

## EXPERIENCE

### Shanghai Media Group – International Communication Center

Jan 2025 – May 2025

Overseas Content Operations Intern

- **Content strategy:** Contributed to ShanghaiEye's *TOP Destination: Quanzhou* series, designing cultural route planning, KOL sourcing, and subtitle optimization via prompt tuning; long-form videos surpassed 10K+ YouTube views, with planning templates replicated across other cities
- **Short-form growth:** Designed a differentiated topic selection framework (trending news + TikTok hot topics); independently produced 150+ short videos during the internship period, growing followers by 11K+; identified viral patterns through data analysis, **achieving 113K+ views on a single video**
- **Cross-platform optimization:** Analyzed user behavior across TikTok and YouTube (view count, completion rate, engagement rate), developed platform-specific content distribution SOPs (AI captions, hashtag, thumbnail optimization), lifting baseline views by ~34%

## PROJECTS

### PRD Copilot – AI-Powered PRD Authoring Tool

Jan 2026 – Feb 2026

Solo Developer & Product Designer

- **Prompt engineering architecture:** Designed a multi-layer routing system—intent classifier + 5 scenario-specific prompt templates (clarification / generation / partial edit / full merge / discussion), with bilingual (ZH/EN) auto-switching. Built output sanitization covering 40+ prompt-leak signatures and RAG anti-echo isolation
- **Local RAG pipeline:** Built an end-to-end knowledge base using Ollama + FAISS—document parsing (6 formats) → paragraph-aware chunking (900-char / 120-char overlap) → vector indexing → similarity retrieval with diversity sampling. A/B tests showed **+41% content specificity**; also identified noise ratio at 67%, informing technical boundary decisions
- **Full-stack delivery:** With zero prior coding experience, independently shipped a 2,900-line Streamlit application via AI-assisted development (Claude Code), integrating SQLite persistence, streaming generation, multi-turn dialogue management, and version history—all running locally for zero cost and full data privacy

### NetEase Hi Echo – AI English Speaking App Research

Jun 2024 – Mar 2025

Project Lead (17-person team)

- **User research:** Designed and executed a full-cycle study—**1,287 structured survey responses** (85% response rate) covering learning motivation, barriers, and AI usage; conducted field visits across 3 cities (Shanghai, Guangzhou, Shandong) with in-depth interviews spanning primary school to adult learners
- **Product strategy:** Produced a 78-page / 42K-word report with dual analysis tracks—C-side (individual learners) and B-side (schools & institutions); derived 3 user personas (K-12 / Study Abroad / Workplace) and benchmarked against market competitors. Research findings were **adopted by the NetEase Hi Echo product team**, with select recommendations implemented
- **Project management:** Coordinated a cross-functional team of 17 (copywriting, design, engineering, QA); adapted scope in response to technical and timeline constraints, delivering a demo product. Awarded **1st Prize** in university-level “Digital Intelligence” innovation competition

## SKILLS

**Product:** Product thinking, data-driven decision-making, competitive analysis, user research, AI-native workflow design

**Technical:** Prompt Engineering, RAG, Workflow Design, LLM Application, Agent fundamentals; Excel/SQL data analysis, Figma, Photoshop, Midjourney

**Languages:** English (IELTS 7.0 / CET-6: 613) | French (DELF A2) | Japanese (beginner) | Mandarin (native)

## INTERESTS

Photography (two professional cameras; published work, signed with stock agency) | Fine Art (Level 9 sketch & watercolor) | Travel | Live performances | AI tool exploration