

# IRIS ZHOU

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## EDUCATION

### Wuhan University

Sep 2023 – Jun 2027 (Expected)

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

- Deputy Head, Convergence Media Journalist Association — led 30+ member team, drove 10+ multi-platform content campaigns; multiple articles reached 100K+ reads
- Led AI education research (15 semi-structured interviews); sole-authored findings published on front page of *China Education Daily*

### Université Paris Nanterre (Paris 10)

Sep 2025 – Jan 2026

Exchange Student | Sciences Humaines et Sociales

- Completed coursework in Exhibiting History and English-language Social Media Analysis in a multilingual environment
- Conducted first-hand product observation across 14 countries (social media, e-commerce, mobility) — identified cross-regional differences in privacy design, payment UX, and platform behaviour; developed localisation strategy framework

## PROJECTS

### PRD Copilot | AI-Powered PRD Generation Tool

Jan 2026 – Feb 2026

Independent Product Developer | Open-source on GitHub

- **Product Architecture:** Designed a 5-category intent routing layer (clarify / generate / partial-edit / rewrite / discuss) with matched prompt templates, enabling intent-aware execution rather than passive response; implemented prompt-leak detection covering 40+ leakage patterns to address AI safety compliance
- **RAG Experiment & Boundary Identification:** Built local FAISS vector knowledge base; designed 4-dimension evaluation framework (structural completeness / content specificity / executability / professional consistency); ran 4-group A/B tests — RAG lifted overall quality +17.5%, content specificity +41%; identified 67% noise rate in low-relevance retrieval, attributing peak gains to domain-framework transfer rather than semantic matching
- **User Research & Iteration:** Recruited 5 testers (including in-role PM interns); 2-round iteration uncovered opposing UX needs between quality-first and speed-first users; added opt-out mechanism to restore user agency; completed full-stack development from zero coding background using Claude Code / Codex

### NetEase Hi Echo | AI English Learning App Research

Jun 2024 – Mar 2025

Project Lead | 17-person cross-functional student team

- **User Research:** Designed and executed full-cycle research — 1,287 structured questionnaires (85% response rate) + 15 in-depth interviews + 3-city field visits (Shanghai / Guangdong / Shandong); covered users from primary school to postgraduate level
- **Product Strategy:** Delivered 78-page, 42,000-word segmented analysis (C-segment individual learners + B-segment institutions); research adopted by NetEase Hi Echo product team, recommendations partially implemented; project awarded 1st Prize in university-level "Digital Empowerment" practice track (2/18)
- **Project Management:** Coordinated writing, technical, and design sub-teams across full project lifecycle; adapted scope from software development to demo output when facing technical constraints, preserving core value delivery

## WORK EXPERIENCE

### Xinhua News Agency · Outlook Think Tank

Product Operations Intern

Jun – Oct 2025

- **Data-Driven Decision Making:** Monitored engagement across 3 channels; identified sustained underperformance in livelihood content and traced root cause to topic structure imbalance; proposed reallocation toward real estate and forex — completed full data discovery → problem definition → solution → execution loop
- **B2B Product Support:** Participated in macro-economy / industry-analysis consulting research for government and institutional clients; co-produced 5 reports in 5 months; developed end-to-end understanding of B2B knowledge product delivery
- **Content Operations:** Managed daily supply chain of 200+ pieces/week across macro / fixed income / real estate / forex categories; total multi-channel weekly views 100K+

### Shanghai Media Group · Dragon TV International

Overseas Content Operations Intern

Jan – May 2025

- **User Insight → Content Strategy:** Identified gap in overseas audiences' understanding of Chinese culture; led ShanghaiEye monthly planning — designed cultural routes, sourced KOLs, applied AI-assisted subtitle optimisation (prompt tuning); YouTube views 10K+ per episode; strategy replicated across other city series
- **Growth Experimentation:** Designed differentiated topic strategy (breaking news + trending topics); produced 150+ short videos independently; grew followers +11K during internship; identified viral content patterns through data review — single video peaked at 113K views
- **Cross-Platform Strategy:** Analysed TikTok vs. YouTube behavioural differences (completion rate / engagement / algorithm); built cross-platform content SOP (AI dubbing / hashtag / thumbnail optimisation); lifted baseline views ~34%

## SKILLS

**Core:** Product thinking, data-driven decision making, AI-native workflow **Tools:** Figma, Excel / SQL, PS, Midjourney, Office suite

**AI / Tech:** Prompt Engineering, RAG, LLM application, Workflow design, Agent fundamentals; proficient in ChatGPT, Claude, Gemini, Qwen, Kimi — capability boundaries and use-case mapping

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