王巧滢(Ava Wang)

📞 151-2073-7938　✉ wqywayfarer@163.com　🏠 求职方向：产品经理

🎓 教育经历

华中科技大学-能源与动力工程学院-本科　　　　　　　　　　　　2018/09 – 2022/06
- GPA: 3.5/4.0；相关课程：产品设计 / 项目管理 / 数据建模；奖项：全国创新设计大赛金奖

💼 工作经历

Zeal Group (UK) - 高级产品经理 (用户增长)　　　　　　　　　　2025/08 – 至　　今
- **转化优化**：主导从"注册到入金"全链路漏斗优化，集成混合支付网关并精简KYC流程，实现注册用户同比增长30%，首充（FTD）人数激增50%；
- **本地化增长**：负责SSA（南非）及UAE（阿联酋）市场活动适配，确保产品快速落地全球多区域，显著降低整体获客成本。

富途证券 (Futu) - 高级产品经理 (用户体验)　　　　　　　　　2024/03 – 2025/08
- **开户系统**：主导建设马来西亚开户全流程，实现行业领先的90%开户转化率；
- **合规风控**：负责KYC/AML/CDD合规体系全流程设计，覆盖身份认证与交易监控，业务效率提升30%，合规风险降低40%；
- **裂变增长**：建立基于CAC/LTV的社交增长模型，通过阶梯式美股激励驱动用户自发传播，在确保单获客成本远低于预期LTV的前提下，大幅提升社交拉新占比；
- **增长基建**：搭建低代码增长活动平台，赋能运营秒级配置本地化H5落地页，将活动上线周期（TTM）从数天缩短至数小时；

淘宝（阿里巴巴集团）- 产品经理 (游戏化互动产品)　　　　　　2023/09 – 2024/02
- **代币经济**：设计闭环"任务代币"激励系统，通过算法动态平衡产出与消耗，任务完成率提升40%，ROI优化25%；
- **流量调度**：主导双11大促5亿级曝光量的流量分配方案，基于用户画像实现个性化匹配，驱动业务GMV增长10%；
- **存量经营**：设计游戏化高频任务体系提升用户粘性，特定高潜力客群的DAU留存率同比提升10%。

西山居（金山游戏）- 产品经理 (商业化数值)　　　　　　　　　2022/07 – 2023/09
- **商业化**：设计"限量拍卖系统"及稀缺性激励机制，通过心理学驱动高净值用户消费，实现周流水环比增长200%；
- **会员体系**：重构VIP成长与社交变现体系，深度挖掘"师徒系统"价值，将付费用户渗透率由25%提升至40%；
- **经济平衡**：建立动态货币回收与销毁机制，实时监控游戏内经济稳态并控制通货膨胀，平衡游戏生态，通胀率同比降低10%。

🏛 项目经历

内容创作者激励系统与投放平台｜淘宝
- 搭建内容创作者任务激励平台，融合代币+等级+权益机制，支持个性化推荐与实时策略下发；
- 配套建设任务配置与资源分发中台，支持策略配置、人群分层、AB实验全流程操作；
- 系统投产后激励成本下降25%，任务完成率提升40%，工具使用渗透率提升至68%；
- 作为双十一内容增长核心工具，参与策略内容GMV贡献占比达27%，覆盖曝光内容量5亿+。

⚙ 专业技能

- 专业技能：Axure/Figma（精通）、MS Office（精通）、SQL/GA/Python（熟悉）；
- 语言: 英语-听说读写精通，可作为工作语言；中文-母语；
- 证书: TOEFL105; PMP (项目管理); CFA (二级)。

Ava Ong

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Professional Summary

Growth Product Manager with **4 years** of specialized experience in **Product-Led Growth (PLG)**, **Gamification Economies**, and **Monetization Strategy**. Expert in translating complex user behaviors into high-conversion loops, driving **90% conversion rates** for Futu Securities and designing tokenomics-based incentive systems for Alibaba. Uniquely combines "Web2 Traffic Scale" with "Web3 Economic Logic" to maximize User LTV and Retention in global markets.

Work Experience

Zeal Group (UK) | *Senior Product Manager (Growth)*   Hong Kong · Aug 2025 – Present

- **Global Conversion Loop:** Optimized the "Onboarding-to-Deposit" funnel for the Global Trading App. By integrating a hybrid payment gateway (Fiat/Crypto) and removing KYC friction, achieved a **30% YoY increase in registered users** and a **50% surge in First-Time Deposit (FTD) volume**.
- **Localized Growth:** Led the adaptation of growth campaigns for SSA (South Africa) and UAE markets, ensuring product readiness for multi-regional expansion and reducing Customer Acquisition Cost (CAC).

Futu Securities (Nasdaq: FUTU) | *Senior Product Manager (Growth)*   Hong Kong · Mar 2024 – Aug 2025

- **Integrated GTM Strategy (Malaysia Launch):** Orchestrated the end-to-end Go-to-Market strategy. Executed a saturation strategy by synergizing Offline Events, Social Media Virality, and Digital Performance Ads, capturing significant market share within Q1.
- **Viral Growth Mechanisms (PLG):** Designed a high-velocity "Refer-a-Friend" system combined with tiered "Stock Giveaways" (e.g., Free Apple Stock). Modeled CAC vs. LTV economics to maximize the viral K-factor while ensuring profitability.
- **Growth Infrastructure:** Built a low-code "Growth Activity Platform" enabling operation teams to launch localized H5 landing pages instantly, reducing campaign Time-to-Market from days to hours.
- **Conversion Excellence:** Optimized the "Download-to-Account" funnel to achieve a **market-leading 90% conversion rate** by streamlining identity verification and implementing real-time incentive feedback.

Alibaba Group (Taobao) | *Product Manager (Gamification)*   Hangzhou, China · Sep 2023 – Feb 2024

- **Tokenomics & Incentive Design:** Designed a closed-loop "Task Token" system to drive retention. Balanced **Liquidity** (earning tokens) and **Sinks** (burning tokens for raffles) to prevent inflation. Validated via A/B testing, increasing task completion rates by **40%** and optimizing ROI by **25%**.
- **Algorithmic Traffic Distribution:** Orchestrated traffic strategy for the "Double 11" Festival (**500M+ exposures**). Leveraged User Persona Tagging to match personalized recommendations, achieving a **10% GMV uplift**.

Seasun Games (Kingsoft) | *Product Manager (Monetization Design)*   Zhuhai, China · Jul 2022 – Sep 2023

- **Economy System & Inflation Control:** Designed a "Limited Edition Auction System" with robust anti-inflation mechanisms (dynamic recycling/burns). Drove weekly revenue up by **200%** by leveraging scarcity psychology.
- **Social Capital Monetization:** Revamped the VIP system by leveraging Social Capital (Master-Apprentice mechanics). Increased Paid User Penetration from **25% to 40%** through strategic LTV optimization.

Education

Huazhong University of Science and Technology (HUST)   Wuhan, China
B.Eng in Energy & Power Engineering   Sep 2018 – Jun 2022

- **Awards:** National Innovation Design Competition Gold Award.

Skills & Certifications

- **Certifications:** CFA Level II, PMP (Project Management Professional).
- **Growth Stack:** Tokenomics Design, Viral Loops, Funnel Analysis, A/B Testing, CAC/LTV Modeling.
- **Tools:** Google Analytics, SQL, Python, Figma, Jira.
- **Languages:** English (Professional Proficiency), Chinese (Native).