

CONG DENG

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Professional Summary

Proactive product manager with 5+ years product management experience in small start-up & medium business environments. Effective driver of product development lifecycle from concept to delivery. Communicative and collaborative with proven history of improving business operations to support corporate growth and revenue. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

Skills

- Requirements Gathering
- Project Planning
- Product Lifecycle Management
- Python, Java
- Project Management
- Product Strategy
- Web Development (HTML&CSS&JS)
- Microsoft Office Suite

Work History

Business Analyst

02/2024 to 2025

QED Technologies – Adelaide, SA

- Collaborated closely with product managers, designers, and engineering teams to translate business needs into **clear user flows, wireframes, and technical specifications**.
- Designed and structured application databases (e.g., Supabase / PostgreSQL), ensuring scalable schema design aligned with long-term product vision.
- Built early-stage app features using tools such as **Cursor AI, Expo, and no-code/low-code platforms**, enabling fast iteration and concept validation.
- Conducted requirement analysis, identified gaps, and proposed solutions to improve product usability and development efficiency.
- Worked with cross-functional stakeholders to refine features, prioritise development tasks, and support the creation of MVPs for internal and external review.

Project: Fitness App

A cross-platform fitness app featuring BMI tracking, meal logging and sharing, period tracking, and a library of workout videos. The project focuses on delivering simple, user-friendly tools to help mainly female users manage daily fitness and lifestyle routines.

Product Manager

04/2022 to 06/2023

Yalla Group Hangzhou – China

Responsibilities:

- Actively participated in team meetings to share knowledge, exchange ideas, address challenges, and collaborate on potential solutions.
- Developed high-quality documentation to support training efforts, helping employees fully understand new systems and procedures.
- Improved business processes by analyzing current practices and recommending optimization strategies.
- Performed gap analysis to identify areas of improvement.
- Interacted with internal customers to understand business needs and translate into requirements and project scope.
- Collaborated closely with stakeholders to identify opportunities for process improvements and drive continuous innovation in the organization.
- Streamlined project management with effective communication and collaboration across cross-functional teams.

Project: YallaChat

YallaChat is an instant messaging platform primarily targeting users in the Middle East. The group already possesses phenomenally successful products like Yalla and Ludo, boasting a vast user base. In order to maintain our user community similar to platforms such as WeChat and WhatsApp, it was imperative to develop an app like YallaChat, facilitating simpler communication among users or friends.

Product Manager

09/2020 to 03/2022

RongCloud Beijing – China

Responsibilities:

- Performed gap analysis between existing systems or processes and desired state, identifying areas for improvement or enhancement.
- Supported software development projects by defining clear requirements and effectively communicating them to technical teams.
- Conducted interviews with key business users to collect information on business processes and user requirements.
- Enabled data-driven decision making with advanced analytics tools, generating valuable insights for the organization.
- Conducted market research studies, providing valuable insights for strategic planning initiatives and competitive positioning efforts.

Project: Beem

Beem is a messaging platform primarily targeting the Middle East and North Africa regions. As it is a brand-new, standalone project, he is tasked with overseeing the entire business analysis process from inception. This app, similar to WhatsApp and Telegram, incorporates additional functionality modules tailored for professional use, such as video conferencing, calendar, and to-do features. These enhancements are designed to differentiate the platform from its competitors.

Product Manager

06/2019 to 08/2020

Scienjoy Beijing – China

Responsibilities:

- Streamlined project management with effective communication and collaboration across cross-functional teams.
- Collaborated with stakeholders to define project objectives and criteria.
- Increased efficiency in resource allocation by conducting detailed business requirements analysis.
- Enhanced company-wide decision-making by developing comprehensive reports on key performance indicators.

Project: Beelive

BeeLive is a video live streaming platform primarily targeting users in the Middle East and North Africa regions. The platform hosts thousands of broadcasters and associated guilds, catering to a large user base. Additionally, as the group operates other live streaming platforms targeting domestic Chinese audiences, he also oversees certain cross-platform business requirements.

Education

Master of Science: Computing & Innovation

06/2025

University of Adelaide – Adelaide, SA

Bachelor of Science: Information Technology

11/2013

Flinders University – Adelaide