Chen MinghuiProduct Manager

Professional Summary

- Accomplished product manager with 7 years of experience in internet product management and 3 years in user experience design consulting.
- Proven track record of delivering innovative solutions for top-tier companies including Samsung, Lenovo, ZTE, Huawei, and GE.
- Currently leading smart home and app-related initiatives at Rokid, with prior experience managing successful internet products at Meitu.
- Recognized for outstanding interaction design with a UI AWARD 2010 win and an active curator of AI Technology Headlines on Jike (982 followers).
- Expertise in strategic planning, market insights, and agile methodologies, with a keen eye for detail in product design.

Professional Experience

RokidSenior Product ManagerOct 2018 - Present

- Spearhead the development and management of smart home and app-related products.
- Key Responsibilities:

Formulate product business strategies and collaborate with cross-functional teams to achieve objectives.
Leverage voice technology principles and market insights for smart home applications.

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- Key Achievements:

Developed the "Smart Home Platform Strategy," resulting in the launch of a comprehensive ecosystem platform integrating 150+ brands and 1000+ device models.
Optimized integration processes, reducing integration time from 7 person-days to 1 person-day through innovative solutions.
Implemented the "Rokid Smart Home Product Experience Upgrade Plan," significantly improving core data metrics and addressing customer feedback.
Enhanced user satisfaction for the "Rokid-App 4.x" from 50% to over 70% through targeted product planning and execution.

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Meitu Inc.Product ManagerApr 2016 - Sep 2018

・Managed the MEIOS mobile system, overseeing intelligent services like voice and smart assistants for over one million daily active users.

・Key Achievements:

Led the 0-1 development of MEIOS intelligent services in collaboration with Microsoft's Cortana team.

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ZhenYouQu GamesGame PlannerFeb 2015 - Mar 2016

・Directed core system planning and design for game operations, focusing on overseas markets.

Swipppe StudioCo-Founder & Product ManagerApr 2012 - Jan 2015

・Created lifestyle tools and mini-games, achieving monthly active users of 30,000 for products like Geton Public Transport and Pin Accounting Tool.

Tangshuo ConsultingUX DesignerMar 2009 - Mar 2012

・Delivered visual experience design services for high-profile clients including Samsung, Lenovo, and Huawei.

Awards

・UI AWARD 2010, Best Interaction Design (Mobile Category)

Education

・Bachelor's Degree in Software EngineeringXiamen University of Technology

Chen Minghui - Product Manager

Overview:

- 3 years of experience in user experience design consulting at Tangshuo Consulting. Participated in projects for top domestic and international companies such as Samsung, Lenovo, ZTE, Huawei, BBK, GE, China Mobile, and E人E本.
- 7 years of experience as an internet product manager. Currently working at Rokid, mainly responsible for smart home and app-related business. Previously worked at Meitu, managing internet products for the MEIOS system with over one million daily active users.
- Curator of the AI Technology Headlines topic on Jike (currently 982 followers). Winner of the UI AWARD 2010 for Best Interaction Design in the mobile category.
- Skilled in experience design with a strong sensitivity to details in product design. Proficient in strategic planning tools like SWOT, PEST, and agile development methodologies like SCRUM.

Experience:

Rokid, Senior Product Manager — Oct 2018 to Present

- Responsible for smart home and app-related product business.
- Core Functions:
  - Plan product business strategies and develop implementation plans to achieve defined goals by collaborating with various teams.
- Core Skills:
  - Proficient in full-chain principles of voice technology and its applications.
  - Skilled in market insights and applications for smart home products.
  - Experienced in market insights and applications for smart speaker apps.