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.

・☒Key Achievements:

・☒Developed and implemented the "Smart Home Platform Strategy." This involved analyzing the market environment, leveraging team strengths, and focusing on implementing the strategy. Achievements include:

1.☒Built a smart home ecosystem platform from scratch, currently online. This includes integration for 150+ brands and 1000+ device models.

2.☒Improved integration efficiency with solutions such as API+SDK, standard apps, H5+SDK, and stealth integration, reducing integration time from 7 person-days to 1 person-day.

・☒Formulated and implemented the "Rokid Smart Home Product Experience Upgrade Plan" to address customer complaints and enhance core data metrics (control success rate, voice interaction success rate).

・☒Led the development of the "Rokid-App 4.x Product Planning and Implementation," enhancing user satisfaction from 50% to over 70%.

Meitu Inc., Product Manager – Apr 2016 to Sep 2018

・☒Managed Meitu's mobile system MEIOS intelligent services, such as voice assistant, smart assistant, global search, etc., with over one million daily active users.

・☒Led the 0-1 development of the MEIOS intelligent services, including collaboration with Microsoft's Cortana team.

・☒Developed the game mode feature to optimize performance for high-demand mobile games, reducing user complaints by 80%.

ZhenYouQu Games, Game Planner – Feb 2015 to Mar 2016

・☒Responsible for core system planning and design, operational activities, and overseas operations for the company's games.

Swipppe Studio, Co-Founder & Product Manager – Apr 2012 to Jan 2015

・☒Developed lifestyle tools and mini-games, such as Geton Public Transport and Pin Accounting Tool, with monthly active users reaching up to 30,000.

Tangshuo Consulting, UX Designer – Mar 2009 to Mar 2012

・☒Provided visual experience design services for clients including Samsung, Lenovo, ZTE, Huawei, GE, China Mobile, etc.

Awards:

・☒UI AWARD 2010, Best Interaction Design in the mobile category.

Education:

・⊠Xiamen University of Technology, Department of Software Engineering.