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Work Experience

2024.3 - Present
Alibaba
Senior Product Manager

Overview: Responsible for the implementation of creation workflows, character/motion assets, and voice capabilities for virtual human dating games, as well as support for holographic capsule projects.

1.

Creation Flow Design

2.

- Character Customization: Enabled user customization of appearance and voice tone to enhance immersion and engagement.
- o **Character Crafting:** Supported photo-based generation (uploading photos to create virtual humans), face/body sculpting (adjusting facial features, body shape, makeup via parameter sliders); designed parameter structures, makeup zoning/exclusion rules, and sculpting animations.
- o **Outfit Styling:** Supported clothing, hair, and accessory changes; defined layering logic for garments, hair-garment exclusion rules, and accessory exclusion logic; researched and proposed needs for color palettes and DIY clothing components/material textures.
- **Voice Customization:** Implemented voice cloning, TTS voice libraries, audio mixing, and AI singing; solidified voice capabilities. Accumulated 32 TTS voices; improved voice quality by enhancing training data, reducing required voice sample duration to 0.5 hours per voice while achieving MOS scores above industry average. Premium voices achieved MOS 4.32 (5-point scale), with pronunciation accuracy +43% and prosody/emotion pass rate +32%. Lowered voice cloning threshold: from requiring 3-5 minutes of user audio to only 3-10 seconds to output a cloned voice with 70% similarity.

3.

Asset Development

4.

- Responsible for emotion-driven motions/expressions, building motion/expression libraries, and optimizing production pipelines for makeup, hair, and clothing assets.
- o **Motion:** Designed emotion-driven motion/expression solutions, validated feasibility, built layered motion libraries, managed motion/facial capture processes and rules, oversaw data collection and animation refinement to boost efficiency; explored virtual human dancing solutions to enhance narrative performance.
- o **Art Asset Production:** Streamlined character asset pipelines through methods like modular clothing and hair components; increased production capacity by 35%.

5.

Holographic Capsule Project

6.

- Provided voice capability support for digital humans from Alibaba's Culture and Entertainment brands (e.g., Lili, LuLu, Yibaoer, Anzhener).
- Managed the full voice production cycle: script preparation, voice talent selection, data collection/cleaning, algorithm training, debugging, and final launch; achieved daily service volume of 2.5k. Project exhibited at the World Artificial Intelligence Conference.

- Built a holographic capsule control backend for remote management of digital human boxes.

2023.8 - 2024.3

Mofa Tech (Shanghai) Co., Ltd.

AI Product Manager

Overview: Responsible for product design of a text-to-video creation tool for the US market focused on virtual humans, exploring opportunities to integrate AI technology with video creation.

1.

Product Framework Development

2.

- Built the core product framework: users select/create a virtual character, choose a scene, input keywords to generate a script, and automatically produce a video.

- **Virtual Human Creation:** Supported selection/creation of exclusive virtual humans, including face sculpting, makeup, hairstyle, outfits, and accessories.

- **Scene Editing:** Supported scene selection/editing and brand asset embedding.

- **Script Generation:** Supported product type and promotion style selection to auto-generate endorsement scripts.

- **Video Generation & Editing:** Automatically generated videos after character/scene/script selection; supported secondary editing of shots and post-production. Post-launch, achieved monthly average orders of 10k+ and revenue of 1M+ RMB.

3.

Creative Feature Exploration

4.

- **Voice Cloning:** Enabled custom voices via user-uploaded 3-5min audio (>70% similarity). Defined max input duration, min similarity threshold, data volume/source/labeling/cleaning requirements. Post-launch, increased editor penetration by 12%, attracted enterprise clients, and boosted revenue by 180k RMB.

- **AI Scriptwriting:** Allowed users to input product category, promotion type, product/brand name, key selling points, and desired word count to auto-generate subtitles for rapid content creation. Initial version used a generic LLM; after gathering user feedback/data and retraining with domain-specific data, feature penetration increased by 56%, improving user satisfaction and indirect repurchase rates.

5.

Launch Preparation & Cold Start

6.

- **Market Selection:** Conducted macro market research, target user insights, and competitor analysis (user tech-savviness, monetization potential, asset compatibility challenges, competitor market share) to select launch countries. Prioritized the US market; planned launch timeline and milestones.

- **Product Positioning:** Defined positioning via 4 dimensions: rendering cost, content generation efficiency, user novelty experience, and value-added services; identified competitive differentiation, core user groups, product-market fit, and technical feasibility.

- **Cold Start Execution:** Designed initial features and long-term roadmap; tracked progress on overseas virtual human/scene assets, trademark registration, and server deployment. Launched an MVP; conducted user interviews and observed workflows to identify "Aha moments," validate product hypotheses, and iterate rapidly.

Overview: Responsible for community products in Europe, the US, and Southeast Asia markets; focused on iteration of creation-side image/video editors with AI.

1.

Special Effects Integration

2.

- Integrated effects capabilities (smart color picking, dynamic effects, image cutout, outlining) and created new interactive features to boost usage and content quality, creating viral trends.

- **MVP Validation:** Pre-tested the cutout feature via a "Magazine-Style Masterpiece" campaign. Behavior completion rate (save/post/share) reached 50.90%, with a post rate of 27.86% (vs. ~2.15% for similar campaigns). Content effectively targeted core users and key verticals.

- **Success Metrics:** Defined targets: optimize cutout tool UX, lower posting barriers, increase content consumption value. Set KPIs: penetration rate within the trending content pool and CES (Content Experience Score) of posts using cutout templates.

- **Feature Development:** Built core functions (adding outlines, choosing background colors, template configuration/display/application/editing logic). Increased usage penetration by 3.6%; average CES for cutout template posts was 722, higher than similar content.

3.

Multi-Country Launch

4.

- Led creation-side launches in the US, UK, Malaysia, Philippines, and Singapore; focused on cold-start user acquisition, optimizing editing experience, and providing creation inspiration.

- **Pre-Launch Research:** Conducted user research on creator habits and content consumption patterns in new markets; identified creator needs to enhance experience and activity; monitored competitors and integrated new tech features.

- **Cold-Start Acquisition:** US strategy focused on rapid user acquisition: 1) Template volume (lowering creation barrier), 2) Viral features (e.g., sandwich covers, outlined covers). Achieved 200k DAU within 3 months.

- **Retention Optimization:** Improved key user flows and core scenario UX; addressed editing bottlenecks to enhance usability and fluency.

5.

UGC Template Production

6.

- Converted posting users into template creators to accelerate template localization; improved the user experience for creating templates/effects.

- **Value Validation:** Analysis revealed UGC templates better reflected local language and trends while quickly increasing asset volume. Validated via a low-cost test: replicated high-exposure cover designs via designers. Post-launch, template penetration increased by 7%, qualified posts by 12%.

- **Success Metrics:** Template usage volume, usage penetration, content qualification rate.

- **Product Development:** Implemented in phases: Phase 1 - Setup backend data access, package high-exposure assets for agile launch. Phase 2 - Allow users to save personal templates. Phase 3 - Enable template creation during posting flow, opening templates to all users for monetization. Phase 4 - Decouple template creation into a standalone app, integrate text-to-image models for intelligent template background/layout generation, enhancing the creation experience.

2021.3 - 2022.3
Meituan

Product Operations

Overview: Helped merchants improve product listing/management and marketing efficiency.

1.

Content Feature Development

2.

- Identified data anomaly: Low visit-to-purchase rate despite high sales volume. Designed and implemented a "Real Shot Video" feature, built data dashboards, and produced analytical reports. Validated improvements via transaction and user behavior metrics, increasing visit-to-purchase rate by 8% and reducing complaint rate by 0.24%.

- **User Research:** Conducted supplier visits to observe workflows and confirm core needs.

- **Success Metrics:** Set visit-to-purchase rate as the primary KPI and complaint rate as the counter KPI. Researched relationships between content styles and visit-to-purchase rates via industry/user research and city pilots to guide content strategy.

3.

Live Streaming Feature Optimization

4.

- **User Research:** Revealed key issues: low user retention during streams and lack of persistent content value post-stream. Defined success metrics and iterated features accordingly.

- **Success Metrics:** Comment rate, purchase conversion rate, watch duration.

- **Product Iteration:** Designed features like retention pop-ups, watch time rewards, live stream replays, and mute functions. Increased comment rate by 2.6% and purchase conversion rate by 1.3%.

Education

2017.9 - 2021.6	Dalian Minzu University	Journalism

Skills Summary

- **IT Tools:** Axure, Modo, Xmind, SQL, VBA

- **AI & Engines:** Unreal Engine, Cursor, Midjourney, Stable Diffusion, Runway, Suno

- **Camera:** Camcorders: Canon C300, BMPCC; DSLR/Mirrorless: Sony A7 series, Fuji XT series, Canon 5D/6D

- **Editing:** Final Cut Pro, Premiere Pro (PR), Photoshop (PS), Audition (AU), DaVinci Resolve

- **Livestreaming:** Studio setup, OBS streaming software, ATEM multi-camera software & switchers.