### ​****​Liu Simin​****​

Proficient in AIGC video editing tools. Skilled in market research with extensive overseas project experience.

​**​Education​**​

* ​**​Hong Kong Baptist University (Zhuhai)​**​
  + Bachelor of Public Relations & Advertising | Minor in Accounting
  + GPA: 3.81/4.0 (Top 3% in major)
  + Zhuhai, China (2022.7 - Present)
* ​**​University of Pennsylvania (QS Top 50)​**​
  + Exchange Student
  + Philadelphia, USA (Jan. 2024 - Apr. 2024)

​**​Internship Experience​**​

​**​Alibaba International AI Business | AI Creative Tools Product Manager Intern​**​

* + Hangzhou, China (Apr. 2024 - May 2024)
  + ​**​Key Responsibilities:​**​ Conducted multi-dimensional research to evaluate new AI technologies, drove feature iteration for the AI Reactor module on the Duiyou platform, identified new product commercialization opportunities, and supported departmental commercial goals.
    - ​**​● Feature Update:​**​ Conducted comprehensive investigation into Stable Diffusion 3 (SD3) and its ControlNet image generation capabilities from technical, user, and competitive perspectives.
      * [Core Actions]:
        1. ​**​Technology Research:​**​ Generated 20 images across 10 styles using identical prompts and parameters with SD1.5, SDXL, and SD3. Evaluated image quality and defined the new model's capability boundaries based on AI aesthetics standards using XYZ comparison images.
        2. ​**​User Research:​**​ Developed a pricing strategy and survey to assess user willingness to pay for SD3 and ControlNet features. Distributed survey to member and general user groups, collecting 400+ valid responses.
        3. ​**​Competitive Research:​**​ Generated 20 images across 10 styles using SD3 on competitor platforms (Liblib, Toast). Evaluated image quality using XYZ comparison images and assessed competitor pricing models.
      * [Result]: Defined SD3's capability boundaries, driving improvements and differentiation in Duiyou's design tools, and enabling exploration of new business lines.

​**​R&F Cultural Group (Beijing Dream Castle Culture Co., Ltd.) | User Growth Strategy Product Intern​**​

* + Beijing, China (Jun. 2023 - Sep. 2023)
  + ​**​Key Responsibilities:​**​ Contributed to product development for 1M+ fan IP (Ali the Fox), optimized user content experience, innovated marketing activities to meet user needs, and managed Ali's overall fan growth metrics.
    - ​**​● Experience Optimization:​**​ Optimized IP content production strategy to enhance user consumption experience and drive IP growth.
      * [Core Actions]:
        1. ​**​Novelty Creation:​**​ Created content featuring surprising contrasts with common perceptions to fulfill users' novelty-seeking needs, break homogeneity, and spark user discussion.
        2. ​**​Emotional Resonance:​**​ Enhanced content relatability by incorporating everyday life scenes aligned with Ali's cute and healing brand image, fostering user identification and emotional connection.
        3. ​**​Timely Marketing:​**​ Developed a marketing calendar anticipating trending events to meet demand for timely content. Filtered daily trends fitting the IP's tone for scheduled posting.
        4. ​**​Production Efficiency:​**​ Leveraged AI tools (e.g., GPT) to efficiently generate and filter content ideas based on user needs and strategy, significantly boosting content production speed and frequency.
      * [Result]: Post-optimization content views increased by 85%, fan conversion rate increased by 30%, exceeding project targets.
    - ​**​● Market Analysis:​**​ Analyzed competitive IPs (focusing on Xiaohongshu interaction rate gap) to identify user content needs and inform optimization decisions.
      * [Core Actions]:
        1. ​**​Competitor Selection:​**​ Identified primary competitors (Baron Cat, Lanlan) based on fan count, interaction rate, and content style.
        2. ​**​Competitor Advantage Analysis:​**​ Explored competitors' content strengths and emotional triggers, summarizing unmet user needs and key areas for UX improvement.
      * [Result]: Delivered comprehensive competitive analysis report identifying 4 key unmet user needs (Content Novelty, Emotional Resonance, Trend Relevance, Interactivity), driving subsequent optimization initiatives.
    - ​**​● User Growth Campaign Design:​**​ Designed interactive marketing campaigns to boost user engagement and retention.
      * [Core Actions]:
        1. ​**​Campaign Design:​**​ Created "Inspiration Partners" activity enabling users to participate in product design (e.g., voting on prototypes), fulfilling desires for achievement and recognition, enhancing interaction and retention.
        2. ​**​Promotional Activity:​**​ Designed "Monthly Heartthrob Day" giveaway/sweepstakes to fulfill bargain-seeking needs, boosting interaction rates and stimulating conversion among winners.
      * [Result]: Significantly increased user participation; monthly fan growth increased by 15%, interaction rate increased by 35%.

​**​Project Experience​**​

* ​**​Alipay XD.DESIGN Duiyou Lunar New Year MV Competition | Excellence Award (Top 10%)​**​
  + Philadelphia, USA (Jan. 2024 - Feb. 2024)
  + ​**​● [Project Context]:​**​ Participated in Alibaba's Duiyou platform competition themed around Lunar New Year (Year of the Dragon), exploring innovative applications of AI in video creation.
    - [Core Actions]:
      1. ​**​Image-to-Video Generation:​**​ Utilized Runway, Pika, LeiaPix etc., employing prompts, camera movements, and motion brushes to animate images based on different requirements.
      2. ​**​Prompt Engineering:​**​ Guided ChatGPT-4, Microsoft Copilot, and Google Gemini to generate prompts and video scripts. Selected real-life scenes and AI-generated images as references, crafting 40+ prompts.
      3. ​**​Prompt Optimization:​**​ Integrated artistic styles and photographic terminology into LLM system settings for clearer prompt language. Summarized distinct prompt characteristics of 3 models, achieving a 93% first-time success rate for image generation.
    - [Result]: Produced 150 AI images and 30 short videos, developed 3 model-specific prompt formulas. Created a novel-style Lunar New Year MV integrating Chinese dragon imagery and song-specific scenes, winning the Excellence Award.

​**​Professional Skills​**​

* ​**​Product Fundamentals:​**​ Proficient in Axure, Figma, Sketch, Visio.
* ​**​Languages:​**​ IELTS 7.0 (Reading 8.0), CET-6. Fluent working proficiency in English.
* ​**​Data Analysis:​**​ SQL, Python, R, Excel (VLOOKUP, Pivot Tables, etc.).
* ​**​Content Creation:​**​ DreamStudio (likely referring to Stable Diffusion tools like SD WebUI), Adobe Illustrator, Adobe Premiere Pro, CapCut (Jianying).