

# Gu Yawen

Career Objective: Product Manager/UX designer

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**Location:** Shanghai, China  
**Experience:** 7 Years

## CORE STRENGTHS

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- **Product Planning & Design:** Extensive experience in strategizing and positioning R&D efficiency platforms with integrated AI applications. Proficient in drafting detailed product requirement documents (PRDs), creating product prototypes, and refining user interactions. Well-versed in user research and competitive analysis.
- **Data-Driven Decision Making & AI Application:** Skilled in leveraging data analysis tools (SQL, Excel, Python) to extract user behavior insights and manage product performance metrics. Experienced in applying machine learning and natural language processing techniques to enhance product functionality and overall user experience.
- **Project Management & Cross-Department Collaboration:** Proven expertise in managing cross-functional teams using agile methodologies and full-cycle project management. Adept at coordinating resources across R&D, testing, operations, and design using tools such as JIRA and Lanhu, ensuring high-quality and timely product delivery.

## WORK EXPERIENCE

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### Shangrao Orange Technology Co., Ltd. (Shanghai Branch)

*Game Planner*

December 2021 – April 2025

- Led the design of core game modules and developed comprehensive requirement documents to ensure products align with R&D efficiency and AI-driven decision-making goals.
- Created detailed prototypes and interaction flows using tools such as Axure and Sketch, significantly enhancing user experience and interface efficiency.
- Coordinated cross-department communication to facilitate project implementation and continuous improvements based on data-driven feedback.

### Shanghai Zhenglang Technology Co., Ltd.

*Project Manager*

April 2020 – October 2021

- Developed and executed detailed project plans following R&D methodologies while using tools like JIRA and Lanhu to achieve seamless cross-departmental collaboration and version iterations.
- Monitored and analyzed product performance via SQL and Excel, establishing data metric systems to support product optimization and informed decision making.
- Collaborated with external AI technology providers and data service partners to secure ongoing technical support and data resource continuity for product enhancements.

## **Shennuo Advertising (Shanghai) Co., Ltd.**

*Overseas Advertising Optimization Specialist*

February 2019 – March 2020

- Conducted research on international market user profiles and competitor strategies; produced analytical reports to guide product differentiation and optimize advertising strategies.
- Coordinated with design teams to develop localized advertising materials tailored to target markets, thereby optimizing overseas ad campaigns to boost conversion rates and reduce customer acquisition costs.
- Worked in close collaboration with the R&D team to make real-time adjustments to product features and advertising placements, supporting successful product promotion and monetization in overseas markets.

## **Shanghai Liulishuo Information Technology Co., Ltd.**

*Product Assistant*

April 2018 – August 2018

- Collected user feedback through app reviews and in-app surveys; prepared improvement reports to drive iterative product development.
- Assisted the R&D team in refining AI voice models for pronunciation correction and intelligent dialogue, resulting in significant improvements in model accuracy and response time.
- Participated in designing gamified challenge modes that enhanced product features, user engagement, and daily active user numbers.

## **PROJECT EXPERIENCE**

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### **TCG Mobile Game (Under Development)**

*Core Systems Planner*

January 2023 – April 2025

- Spearheading the core system design for a major IP adaptation into a mobile game, including aspects such as card deck configuration, battle mechanics, character development, ranking systems, and AI-driven battle logic.
- Conducting in-depth competitor analysis and continuous data assessments to iterate and optimize the user experience, laying a robust foundation for the game's upcoming release.

### **SLG Mobile Game (Launched)**

*System Planner*

December 2021 – December 2022

- Designed diverse gameplay modes (both individual and team-based) and created an overall system framework; utilized data feedback to continually refine the product, enhancing user retention and session duration.
- Authored detailed design documents and facilitated effective cross-department coordination, gathering valuable experience in product strategy and system architecture.

### **Multiple Overseas Casual Games (Monthly Revenue Exceeding 1,000,000 dollars)**

*Overseas Advertising Optimization Specialist*

February 2019 – March 2020

- Managed advertising strategies for in-house developed games targeting international markets; optimized campaigns by analyzing key metrics such as click-through rates, conversion rates, and CPM, thereby enhancing overall advertising ROI.
- Coordinated with teams to localize ad creatives and recommend native ad placements, significantly strengthening the product's market positioning overseas.

## PROFESSIONAL SKILLS

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- **Product & UX design:** Axure, Xmind, Figma
- **Project Management:** JIRA, Mockplus, SVN, GitHub
- **Data Analysis:** SQL, VBA, SPSS
- **R&D Processes & Methodologies:** Agile Development (WeChat Mini Program), Waterfall Model, Full-Cycle Project Management
- **Other Tools:** Unity, Cocos, Premier, ChatGPT

## EDUCATION

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### Lingnan University, Hong Kong

Master's Degree in Marketing & International Business Management

2016 – 2017

### Chaohu University

Bachelor's Degree in International Economics & Trade

2012 – 2016

## CERTIFICATIONS & AWARDS

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- Cambridge Business English Certificate – Vantage (BEC)
- National Computer Rank Examination – Level 2
- Certified Intermediate Systems Integration Project Management Engineer
- College English Test – Band 6 (CET-6)
- Accounting Practitioner Certification
- National English Competition for College Students – Class C (NECCS)

## HOBBIES

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- Go fishing
- Reading & Writing novels
- Doing handicrafts