Zikang (Khan) Zheng

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Professional Summary

AI-driven Product Manager and Venture Analyst with 5+ years of experience spanning programming, full-stack development, AI product strategy, and venture investment. Proven track record in managing multicultural teams, delivering innovative digital products, and driving investment insights. Skilled in competitive analysis, automation, and market expansion across Singapore, China, Canada, and global markets.

Core Competencies

Programming (Python, PHP, React, jQuery, C++, C, R, Java) | Database (Oracle, MySQL, PL/SQL, Airtable, Supabase) | Data Analysis (Excel, Matlab, SSRS) | AI Agents & Prompt Engineering | Product Ownership | Design Thinking | Venture Investment | Business Strategy | Digital Marketing (GA4, GTM, Meta Ads, SEO) | Cloud & Workflow Automation (n8n, MCP, RAG, , Langgraph) | Team Leadership | UX/UI Design (Adobe CC, Figma, Miro)

Professional Experience

Market Strategy AI Engineer

3echo.ai • Singapore • 07/2025 – Present

• Planned and executed digital marketing strategies to drive AI workflow adoption and B2B growth in the Singapore market.
• Built 0→1 Meta sales A/B test campaigns (DSL, VSL) integrating Meta Ads Manager, GA4, GTM, and n8n workflows; achieved 12% CTR increase and 10% CTA conversion growth.
• Developed SSE portal calls in Model Context Protocol (MCP) with n8n workflow, integrating Xero for finance automation; implemented RAG model for improved financial data accuracy.
• Delivered digital marketing audit reports for clients across retail, manufacturing, and food supply industries with actionable optimization insights.
• Created sales decks and investor pitch materials for seed-round fundraising, supporting investor engagement and market expansion.
• Built and managed CRM database using Airtable and Supabase, streamlining lead tracking and boosting sales efficiency.

• Spearheaded the development and continuous refinement of the company's investment pitch materials—including decks and scripts—tailored to specific investor profiles, aligning with AI-focused fundraising goals and strategic market positioning
• Proactively sourced and engaged over 100 early-stage VCs and accelerators within the AI ecosystem, leading outreach and relationship-building efforts to raise $2M in seed funding at a ~$15M valuation.
• Conducted weekly deep-dive competitor analyses covering product features, GTM strategies, investor networks, and capital flow mapping, directly shaping strategic decision-making and fundraising narrative.

Quant Research Consultant (Part-Time)

WorldQuant BRAIN • Singapore • 04/2025 – Present

• Generated 100+ Alphas with 40–60% improvement in sharp ratio using gradient descent optimization and human factor engineering.
• Researched and analyzed data from financial papers, investment bank releases, Bloomberg Terminal, and financial communities to build Alpha models for AlphaNet neural network.

Corporate Project Manager / Investment Analyst Intern

ZEBOX • CMA CGM • Singapore • 05/2024 – 09/2024

• Conducted industrial research on AI, digital twin, recycling, and produced innovation forecasts and startup investment strategies.
• Shared venture investment insights during startup pitching and negotiations; analyzed product, market, partners, and VC structures.
• Joined and participated in **100+ online and in-person startup pitch events**, meeting Asian **C-level leaders in the Tech industry** to identify strategic opportunities and potential partnerships aligned with Zebox's business vision.
• Promoted business solutions and improved partner relations, enhancing community engagement.
• Built automation tools leveraging enterprise data and cloud platforms, accelerating company identification and process efficiency 10x.

AI Product Manager Intern

Stepfun (Founded by Microsoft ex-China CEO) • Beijing, China • 11/2023 – 01/2024

• Led a cross-functional team of 30 in creating an AI risk management platform, successfully launched in China, strengthening AI social responsibility.
• Managed UX, marketing, and engineering teams, resolving conflicts via win-win strategies, surpassing OKRs with 40% increase in target users.
• Conducted market and competitor analysis, delivering product insights and AI agents for strategic positioning.
• Designed storytelling-driven product strategy to differentiate in the Large Language Model market.

Program Analyst / Full Stack Developer

University of British Columbia • Vancouver, Canada • 01/2020 – 08/2023

• Developed and launched integrated systems (food, finance, housing) using jQuery and PHP in Yii2 Framework, serving 72,000+ students and staff.
• Designed UI/UX using Adobe Photoshop and Figma, increasing product adoption rates.
• Built PL/SQL schema views, packages, Oracle Forms, and SSRS reports, optimizing database speed and reliability.
• Designed and executed 100+ test cases across system-level testing scenarios.

IT Department Intern

Pythian • Ottawa, Canada • 09/2019 – 12/2019

• Provided hardware/software support through JIRA, Confluence, and Slack, achieving consistent high user satisfaction.
• Managed support tickets, resolving issues based on user pain points and urgency.

Education

Master of Science in Engineering Design and Innovation | National University of Singapore | 01/2024 – 02/2025
• Relevant Courses: Entrepreneurship Strategy, Venture Capital, Product Management, Design Thinking, System Engineering, SEO & Digital Marketing, Business Finance
• Activities: Led TechVenture Committee, building a global venture investment network.

Bachelor of Science in Mathematical Science | University of British Columbia | 07/2016 – 05/2021
• Relevant Courses: Machine Learning, Data Mining, Algorithms, Artificial Intelligence, Regression Analysis
• Accolades: Outstanding International Student Award, Go Global Structured Undergraduate Research.

Research & Projects

• Happraisal Project (UBC SPIN Lab) – Developed Arduino ESP32 robot, WearOS app, and Python Websocket server; collaborated with Stanford HCI team on haptics for emotion detection.
• COVID-Omega – Developed audio/SFX and UI for Unity/Unreal Engine game (vent0s.itch.io/covid-omega).
• Visual Graph Comparison – Conducted perception research on graph comparisons using Python, resulting in published findings.

Certifications

Google UX Design Professional Certificate | Google • Google Data Analytics Professional Certificate | Google • Google Digital Marketing & E-commerce Professional Certificate | Google • Google Project Management Certificate | Google • Bloomberg Market Concepts | Bloomberg • WorldQuant Challenge Gold Level | WorldQuant Brain • Six Sigma Yellow Belt | 6sigmastudy • Scrum Fundamentals Certified (SFC) | SCRUMstudy • Financial Markets (with Honors) | Yale University • Business Strategy Specialization | University of Virginia • Successful Negotiation: Essential Strategies & Skills | University of Michigan • Conflict Management Specialization | University of California, Irvine • Green Economy & Trade | UN Institute for Training & Research • The Materiality of ESG Factors | Wharton School, University of Pennsylvania • Business & Financial Modeling Specialization | Wharton School, University of Pennsylvania • Hugging Face LLM Certificate • Hugging Face MCP Certificate • Hugging Face AI Agent Certificate