

Luoyi (Louisa) Zhang

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EDUCATION

Carnegie Mellon University (CMU) (*Incoming Student*)

M.S. in Engineering & Technology Innovation Management

Pittsburgh, United States

Expected Graduation: 12/2025

Guangzhou Academy of Fine Arts (GAFA)

BEng in Industrial Design, Intelligence and Experience Innovation Design Center

Guangzhou, China

09/2019 - 06/2023

GPA: 3.42/4 | Related courses: User Research, Experimental Psychology, Interaction Design, Human-Computer Interaction

PROFESSIONAL EXPERIENCE

Kuaishou | *Product Manager Intern, Kwai for Business*

09/2024 - Now

- **Led the development of AI advertising products to enhance user experience and boost revenue. (B2B, 600K MAU)**

- Defined a six-month strategic roadmap for the intelligent upgrade of the advertising platform by conducting competitive research and analyzing 500+ campaign performance data. Built and led a cross-functional team of 9 engineers and 2 designers to execute this roadmap.
- Designed and launched the MVP of an AI-powered advertising creative product, enabling automated generation and editing of ads using high-performing creatives and videos from the asset library. Extended ad group lifecycle, increased ad spend by 10%, and achieved a 50% positive response rate in whitelist testing.
- Optimized AIGC video generation by refining AI-driven strategies and integrating hybrid editing with virtual influencers, resulting in a 2.2% increase in ad spend post-A/B testing and measurable gains in advertising efficiency and performance.

Tencent | *Product Manager Intern, Tencent Marketing Solution*

05/2024 - 08/2024

- **Spearheaded the WeChat Video Channel Promotion Tool development project, expanding Tencent Marketing Solution's business scope from traditional to content marketing ads (B2B, 1.6M MAU)**

- Enhanced ad creation efficiency and marketing effectiveness by implementing pre-filled campaign settings, introducing audience targeting features, and automating influencer video imports, resulting in a 30% reduction in content marketing campaign setup time.
- Optimized marketing management experience by consolidating fragmented cross-platform ad data into three product modules: Ad Details, Performance Data, and Audience Insights.
- Drove business growth by onboarding 20 advertisers in the beta phase, generating \$158K in ad spend, with a full launch projected to deliver \$2.057M in annual revenue.

Ark7 | *Product Manager Intern*

09/2023 - 12/2023

- **Developed a comprehensive user incentives system to boost community engagement and content supply (B2C, 5K DAU)**

- Developed a data-driven interaction rating formula based on 10 metrics for content consumers, increasing platform conversions and boosting content supply by 10%. Established a 12-metric evaluation system for content creators and designed a detailed incentive plan, resulting in a 5% increase in response rates and a 3% improvement in user retention.
- Developed a user and creator growth system by integrating tutorials, daily tasks, traffic heating rewards, and a badge system; conducted 3 A/B tests for performance optimization; the initiatives contributed to high-frequency community interaction, resulting in a 32% month-over-month increase in creators' posts and a 150% increase in user engagement (likes and comments).

Fabrie | *AI Product Manager Intern*

04/2023 - 07/2023

- **Iterated AI Design Copilot to boost conversion rates, driving increased monetization (B2C&B2B, impacts 250K users)**

- Spearheaded the development of key functionalities, including 3D model rendering, selective re-drawing, style models, and advanced options, resulting in a 19% week-over-week increase in average user engagement.
- Defined acceptance criteria for SD style models, including similarity, stylization intensity, visual appeal, and technical standards. Partnered closely with designers and engineers on LoRa and prompt tuning, maintaining an 80-90% successful output rate.
- Led comprehensive industry research, technical assessments, competitive analysis, surveys, and interviews to identify demand scenarios and commercial AI features. Developed GTM (Go-to-Market) and pricing strategies, converting 2.2% of WAU (Weekly Active Users) to paid users within a month, increasing the average ticket price to \$6/month.
- Designed and deployed 3 data dashboards for new AI features, covering user metrics and query analytics, with 1K internal views.

Drayeasy | *Product Designer Intern*

04/2023 - 07/2023

- Redefined the information architecture and developed 12 user interfaces, including map previews, price range bars, and price heat maps, leading to a 20% reduction in average order placement time.

- Improved onboarding process by conducting 5 A/B tests, funnel analysis, and user interviews, resulting in a 32% decrease in registration churn rate; reduced onboarding duration using trial accounts, simplification of registration process, and reordering manual verification.
- Developed a design system to adapt from 0 to 1 using atomic design principles and generated scalable guidelines for colors and fonts, remarkably increasing design reuse rate and improved product UI consistency.

RESEARCH EXPERIENCE

Tencent Research Institute | *HCI Researcher, WeCity* 01/2023 - 05/2023

- Conducted comprehensive research on the future of smart mobility for "Penguin Island," analyzing trends from industrial, technological, contextual, and user perspectives. Facilitated weekly design workshops to develop innovative transportation and interaction systems across hardware and software.
- Designed and prototyped an innovative vehicle information system grounded in engineering psychology principles, incorporating 10+ AR-HUD interfaces, in-air gesture controls, and brain-computer interface AR glasses to enhance user interaction and safety.

Tsinghua University | *User Researcher, Design Futures Research Group* 01/2022 - 05/2022

- Led and executed user research and market analysis to address elderly fall prevention, collaborating with Tencent Research Institute and SSV Lab. Conducted qualitative interviews with 20 elderly residents across 5 Beijing communities, leveraging MAXQDA for analysis to develop 6 user behavior models based on key factors such as acceptance, family structure, and health status.
- Defined and prioritized core features for an intelligent camera system, including fall detection, health monitoring, and two-way voice communication. Developed 8 functional modules based on user pain points identified through surveys, interviews, and diary studies.
- Drove end-to-end development and deployment of the "Invisible Caregiver" intelligent camera, launching it across 1,000+ elderly households, significantly improving safety and care accessibility for elderly users.

Midea IoT | *User Researcher, Meiju APP* 12//2021 - 03/2022

- Designed and implemented 8 UX measurement models for IoT ecosystems, classifying and organizing 248 metrics across 24 dimensions. Leveraged visualized insights to drive prioritization using the Analytic Hierarchy Process and K-J method.
- Directed user interaction walkthroughs for the Meiju APP and household product-service systems, uncovering and quantifying 30+ UX issues via the SUPER model. Enhanced framework usability by integrating key attitude metrics (e.g., attractiveness, satisfaction, usability) and behavior metrics (e.g., performance, engagement).
- Optimized Midea's smart home app by applying the model to audit the Meiju 7.0 app, identifying and addressing 5 key issues in consistency and learnability, guiding the iterative development of Meiju 8.0.

International Experience Design Committee (IXDC) | *Data Analyst* 07//2021 - 09/2021

- Developed and deployed Python-based web scrapers, collecting over 30,000 words of data for comprehensive UX design analysis in Chinese universities.
- Conducted advanced text clustering and sentiment analysis using NLPIR, uncovering trends and insights in UX design to inform strategic recommendations.
- Authored and presented the 2021 China UX Development Report, a 138-page industry analysis that garnered over 160,000 views, establishing IXDC as a thought leader in the UX design community.

SKILLS

- **Technical:** Python (NumPy, Pandas), Unity, Godot, JavaScript, CSS/HTML, Arduino, C#, SQL
- **Design:** Blender, Figma, Rhino, Adobe (Photoshop, After Effects, Premiere), AIGC (Stable Diffusion, So-VITS-SVC)
- **Research:** User Interview, Survey, Usability Testing, A/B Test, Card Sorting, Heuristic Evaluation