

Steven Ding

Design and build #meaningful #good product

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2017/10 – Present

X.O Lab (Shanghai & San Francisco)

Product Designer

- Dlog IPFS Blog project: blockchain product research, prototype, product feature design, UX design and UI design
- Blockchain research project: ecosystem, technology, product and user research
- GoDaddy China's auction product upgrade project: user research, product analysis and UX optimization

2016/01 – 2017/10

ALO7 (Shanghai)

Head of Product

- Bootstrapped online tutoring product line, in charge of product positioning, definition, roadmap and marketing strategy
- Led product, UX/UI, technology and operation teams to implement and operate the platform
- Identified partnership opportunities, analyzed customers' requirements, designed solutions and rolled out executions for strategic partnerships

2011/03 – 2015/09

Zhiyoujie (Shanghai)

Product Co-founder

- Co-founded the company with the vision to create the most effective hiring platform by using big data technology

- In charge of partnership development and customer business requirement analysis
- Designed products roadmaps and managed product launch to help recruiters find the most matched candidates
- Led product, UX/UI, technology and operation teams to implement and operate the platform

2009/03 – 2011/03

ALO7 (Shanghai)

Head of Product

- In charge of defining ALO7's product vision and strategy, which is to build the largest immersive English learning platform for Chinese kids
- Led market analysis, user requirement collection, product definition, product launch and marketing
- Led product, UX/UI and engineering teams to design and implement the platform
- ALO7 platform had over 10 million students in 2011

2007/10 – 2008/12

Anjuke (Shanghai)

Head of Product

- Joined founding startup team as the 1st product director to define Anjuke's mission - "To provide the best apartment searching experience"
- Led Anjuke's 3 different product lines and defined product strategy
- Led market and user requirement analysis, low and high fidelity mockup design and fast product iteration launch
- Built product and UX/UI teams and set up product and UX guidelines
- Anjuke won couple industry awards, including Baidu's the most innovative real estate site

2005/12 – 2007/10

Pageflakes (Shanghai & San Francisco)

China Product Manager

- Pageflakes.com was an innovative personal homepage platform funded by Benchmark Capital
- In charge of Pageflakes China product and market growth

- Led web site localization and marketing campaign, worked closely with China's leading tech online communities to drive user growth
- Pageflakes China web visitor number jumped to No.3 from No.15 in nation rank list under my leadership
- Pageflakes was acquired by MySpace co-founder

Education

Carnegie Mellon University (2003)

Information System

Coopers Scholarship & Honored Distinct Graduate