TERRY Y. LING

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CORE COMPETENCE

- Expertise in the design and implementation of (technical) product strategies.
- Adept at high-level strategic planning & roadmapping while skilled in hands-on execution.
- Proficient in qualitative and quantitative analysis, with working knowledge in Python, R, & SQL.
- Competency in Agile product management with data-driven decision-making.
- Effective in stakeholder management and cross-functional communication for project alignment.
- Adaptability in swift transitions between projects while ensuring timely delivery.
- Internationally-experienced professional with cross-cultural background.

SELECTED WORKING EXPERIENCE

Senior Product Policy/Strategy Manager   Dublin, Ireland
ByteDance / TikTok   May. 2021 - Present

- **Product Strategy**: Designed and deployed safety strategies to mitigate content safety risks for emerging TikTok features and ByteDance products in collaboration with product managers.
- **End-to-End Product Management**: Conducted safety assessment and market tests for new feature and product launches and oversaw the pilot launch with A/B testing and post-launch analysis.
- **Product Iteration**: Initiated and led projects to evaluate existing product strategies and deploy new technical solutions in TikTok Search, which significantly reduced overkill metrics by 80%.
- **Strategic Roadmapping**: Devised long-term strategy planning for the 1st TikTok GenAI/LLM-based chatbot, Tako, while supported the training and development of GenAI safety models.
- **User-Centred Design**: Pioneered community-based user research with the user feedback team to inform the decision making process for TikTok Search safety strategies.
- **Product Development**: Initiated the ideation of new safety toolkits and supported the development and launch of the beta version in collaboration with the product and engineering team.
- **Policy Development**: Drafted and iterated guidelines to label and collect data for model training purposes under the supervised learning paradigm.

Test Prep Instructor   Shanghai, China
Education International Cooperation (EIC) Group   Feb. 2019 - Dec. 2020

- **Public Speaking**: Taught courses and conducted research on language and aptitude tests, including IELTS, TOEFL, PTE, SSAT, SAT, GRE, GMAT, etc.

Executive Assistant to the CEO   Brasilia, Brazil
Moeda Seeds   Oct. 2017 - Sept. 2018

- **Mission**: The first company leveraging blockchain technology and cryptocurrency to connect underbanked people and individual investors for impact investing.
- **C-Level Engagement**: Oversaw the product development process, ensuring effective communication of progress and milestones to key stakeholders, both within and outside the core team.
- **Business Strategy**: Developed a comprehensive five-year business plan, elucidating the organization's vision and mission, together with the core team.
- **User Research**: Conducted independent user experience research through online surveys using Qualtrics to identify the needs of Moeda investors and enhance community service.
- **Go-to-Market Strategy**: Visited underbanked families in Brazil to gain firsthand insights into their challenges in accessing financial services, formalizing ways to deliver the product and services.

Product Manager Beijing, China

The ONE Music Group Mar. 2015 - Aug. 2015

- Actively led R&D team management and task distribution using Agile methodologies, which included organizing daily stand-up meetings, coordinating deadlines, and overseeing product testing.
- Independently oversaw the product design of The ONE Smart Piano Classroom, a B2B piano education system for children, compatible with both Windows and Android platforms.
- Independently designed the user interface and supervised the development of a business-oriented website for class management.
- Managed the entire development process independently to adapt the piano education system into a mobile app, broadening its reach to a wider audience.

Product Manager Beijing, China

Baidu Jul. 2013 - Mar. 2015

- Independently managed the operation of three online communities on Postbar, significantly boosting community engagement rates and single post interactions.
- Collaborated with the R&D team to iterate on and conduct A/B testing for subpages on Hao123 Videos and Games, a navigation website serving 200,000 daily users.
- Served as a cultural liaison between the headquarters and the local office in Brazil, facilitating projects such as market information briefing and two-way feedback on product development.
- Played an active role in designing an independent video content hosting website, including drafting product requirement documents, conducting product reviews, coordinating development schedules with the R&D team, and monitoring project progress.

EDUCATIONAL BACKGROUND

The University of Chicago Chicago, the United States

MA, Social Sciences (Sociology) Aug. 2020 - June. 2021

- Currently on an indefinite leave of absence, with thesis and graduation pending.
- Research Focus: (Urban/Computational) Sociology.
- Courses: Spatial Data Science (GIS), Computational Social Science (Python), Social Theories, etc.

University of Groningen Groningen, the Netherlands

MA, European Studies Sept. 2015 - Aug. 2017

- Successfully completed the Honors College Master's Program for select students with a focus on "Leadership: Making the Difference!"
- Attained a double degree from the University of Strasbourg, France, as the host institution.

Communication University of China Beijing, China

BA, Portuguese Language and Culture Sept. 2010 - Jul. 2014

- Earned a "Good" final rating upon completion of a one-month summer school training at the University of Macau, Macau, China, in July 2011.
- Engaged in an international exchange program hosted by the Federal University of Rio Grande do Sul, Brazil.

LANGUAGE/OTHER SKILLS

Languages	**Mandarin Chinese** (Native); **English** (Advanced); **Portuguese** (Advanced); **Spanish** (Intermediate); **Dutch** (Basic)
Computing	Python, R, SQL, LaTeX, Microsoft Office, Adobe Premiere, Photoshop, Audition
Certificates	Data Science: Foundations using R by JHU; Basic Statistics by UvA; Python for Everybody by UMich; Entrepreneurship Course by RuG