Lina Wu

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Valid Work Permission (Stamp 2 / Stamp1G)

INTRODUCTION

- From Product Manager to Software Engineer. Committed to develop valuable products on my own hands for users
- Skilled in analysing technical bottlenecks combined with user experience to enhance business revenue and user base
- Languages: **Java, SQL, HTML, CSS, JavaScript, Node.js, python**
- Frameworks and tools: **Git, Linux, Spring Boot, Maven, MySQL, Redis, AWS**

EDUCATION

University of Galway   Msc. Software Design & Development   *2023 – 2025*
- Awards: University of Galway & STORM Computer Science Scholarship
- GPA: 1st class honours estimated
- Courses: Java Programming, Internet Programming, Computer Architecture & Operating Systems, Computer Networks, Algorithms, Databases, Software Engineering, Object-Oriented Programming

Tsinghua University (QS ranking: 25)   BS. Industrial Engineering – HCI track   *2011 – 2015*
- Courses: Calculus, Linear Algebra, Probability and Statistics, Management Information System, User Experience Design

WORK EXPERIENCE

OPPO (Mobile Phone Manufacturer)   Senior Growth Product Manager in Game Centre   *2022 – 2023*
- **Technical Optimization**: Improved the homepage user engagement by **reducing loading time**, implementing **offline caching**, and introducing **pagination** based on **technical bottlenecks** analysis and user data analysis. Business Revenue +3%
- **Service Enhancements**: Delivered customized game-related data services leveraging mobile system features such as push notifications, negative screens, and desktop widgets, leading to an increase of 200K daily active users
- Key skills: Analysing problems combining User Experience and technical issues. Deeply understand User needs

Tencent (Social & Entertainment Company)   Algorithm Strategy and User Growth Product Manager   *2019 – 2021*
- **User Profiling:** Refined **content recommendation algorithms** by tailoring the model to user profiles and optimizing data sources, significantly enhancing accuracy and coverage of the user personas
- **Personalization Algorithms**: Adjusted content offerings based on user interests to boost engagement among low-activity users.
- **Outcome:** +4.7% increase in user retention and 300k/D active users for a short video product(DAU: 30 million)
- Key Skills: Machine Learning algorithm effect analysis. **Agile development** experience. Project Management

Baidu (Search Engine)   Senior Product Designer   *2017 – 2019*
- **Strategic Planning:** Developed a clear user growth roadmap aligned business objectives with user needs
- **Product Design:** Personalised home page content display strategies and layout based on users' historical search and reading behaviours, resulting in a 2.1% increase in daily active users for a news feed product (DAU: 80 million)
- key Skills: **Data analysis.** Data-Driven **Problem-Solving** experience. **Collaborated** with multi-functional teams

PROJECTS

Booming Takeout Service   *Java, Spring Boot, Mybatis, Maven, MySQL, Redis, AWS, Nginx*
- **Overview:** A campus food ordering system with features like order processing, real-time notifications, and coupons. Implemented **70 RESTful APIs** using **Spring Boot**, significantly boosting platform functionality
- **Security:** Implemented authentication processes with **JWT**, leveraging **ThreadLocal** for optimized session handling
- **Concurrency:** Crafted coupon feature employing **optimistic locking** to prevent overselling, ensuring high transaction integrity
- **Caching Strategy:** Deployed **Redis** as a **cache** and session store. Implemented lazy deletion and proactive update to address data consistency. Integrated Bloom filter mechanism preventing cache penetration. Cut response time from 127ms to 23ms
- **Cloud Integration:** Utilized **AWS S3** for scalable data storage, improving backend data handling and delivery speeds up to 80%

Student Assessment Portal   *Java, Servlet, JSP, JPA, Hibernate*
- **System Development:** Engineered a comprehensive university management system with intuitive **JSP interfaces** and robust **servlet back-end** processing, featuring advanced **role-based access control** for students, faculty, and administrators
- **Feature Implementation:** Devised service layer methods enabling administrators to manage user profiles and courses, students to enrol and track evaluations, and instructors to assign courses and assess student performance
- **User Interface Design**: Implemented tailored packages and user dashboards differentiated by user roles

Notification Send Application   *Java, TDD approach, Design Pattern, JUnit, Javadoc*
- **Development Approach**: Adopted **Test-Driven Development (TDD)** to create a notification dispatch application, ensuring quality
- **Design Pattern**: Leveraged the Factory Method Pattern to expand application's capability to support various notification types
- **Testing and Documentation**: constructed comprehensive **unit tests** using **JUnit** and maintained thorough documentation with Javadoc to facilitate clear code understanding and future scalability