

Dongmeng Zhang

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EDUCATION

Carnegie Mellon University (CMU), Entertainment Technology Center (ETC), Pittsburgh, PA

Master of Entertainment Technology, May 2021

Huazhong University of Science and Technology (HUST), school of journalism and communication, Wuhan, Hubei, China

B.A of Journalism, July 2013

LANGUAGES

English (fluent), Mandarin (native), Cantonese (native)

ACADEMIC PROJECTS

Building Virtual World, ETC project, (fall 2019), designer and producer

- Utilized hardware including HTC VIVE, Magic Leap, XBOX Kinect to make VR/AR and immersive gameplay in a one/two weeks round with four or five new teammates
- Honed communication and teamwork, product/game interaction design and document writing, character and environment modelling

VR safety training, ETC project, (spring 2020), designer and lead producer (<http://www.etc.cmu.edu/projects/safewell/>)

- A one semester long project which is to deliver an immersive VR safety training experience for our client ReachWireline in order to help them reduce the possibility of work injury
 - Basic interaction and feedback mechanism design, arranging working flow, analyzing client's need and communication with client.
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EXPERIENCE

Senior Product Manager/Product Lead at Lexin fintech (Nasdaq LX), Shenzhen, China, Nov 2016 – May 2019

Designed the interface and layout of the company's app (Fenqile)

Lead the product design and operation of the digital credit card and balance transfer product from beginning to completion.

- Rapid prototyping and product iteration, product frame design,
- User demand and behavior data analysis, competitor analysis, A/B test, user interview, focus group.
- Design and build product from zero, leading a team with 2 product designers and 3 operators
- Working and cooperating with different team in the company
- Product strategy iteration base on risk control behavior data

Product Manager at Alibaba Group – UC Browser (Nasdaq BABA), Guangzhou, China, Aug 2014 – Nov 2016

Designed the interface and operating tools of navigation page, built cash back and cost-per-sale system to attract users using resources from TMall and Alipay.

Lead the product design and operating strategy for UC Ask me (PGC SNS)

- Mobile app interface design and user behavior data analysis
- SNS design and operation
- Communicating and working with different business unities in the Alibaba group
- Commercial and newsfeed advertising product design

SKILLS

Axure, Sketch, InVision, Maya, Trello, Jira, Confluence, MS Office, Adobe Photoshop, Adobe AI,