Yilin (Tilly) Zuo

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EDUCATION

Carnegie Mellon University	*Master of Entertainment Technology*	**Sept. 2021-May. 2023**
South China University of Technology	*M.S of Finance*	**Sept. 2020-Jun. 2021**
South China University of Technology	*B.S of Information and Interactive Design*	**Sept. 2016-Jun. 2020**

- GPA: 3.78/4.00(Rank 1st), National Scholarship(2017-2018, 2018-2019), 2nd prize scholarship of SCUT(2016-2017)

WORK EXPERIENCE

Tencent	*Product Manager, Intern*	**Jun. 2021-Aug. 2021**

Licaitong, An asset management platform at Wechat Pay

- Analyzed user channel, persona, and competitive products of automatic investment plan (AIP) feature to convince GM of the feasibility of optimizing AIP; set and aligned the North Star metric and metric system with leadership; conducted data weekly reports to cross-functional teams.
- Established growth strategies by redesigning the user flow & 10+ interfaces, devising 2 new AIP scenarios, and building the content eco-system inside & outside the min program of Wechat, successfully acquiring ~50,000 new users and increasing user retention by 38.6%.
- Built design strategy and product roadmap, generated and prioritized product requirements, collaborated with internal stakeholders (UX/UI, engineering, legal, and operation), passed A/B tests to launch 5 new features of AIP.

ByteDance Ltd.	*Technical Product Manager, Intern*	**Mar. 2021- Jun. 2021**

Risk Control Center of Monetization Department

- Coordinated with internal & external stakeholders to establish Four Degrees and One Effect framework to qualify the work experience and efficiency of workers and guide the development of 5 internal risk control platforms across 10,000+ workers.
- Prioritized 30+ metrics in the framework and distributed them to different teams, built an MVP of data dashboard and set benchmarks to each metric, led weekly report meetings with stakeholders and leadership, increasing the stability by 46%.
- Drove agile development of 5 features including building a new integrated platform, designing progress prompt tool, redefining the calculation of Kpi, redesigning the panel of rejection, and implementing a system of a shortcut key, which increased satisfaction by 56%.

Tencent	*Strategy Product Manager, Intern*	**Nov. 2020- Feb. 2021**

Content center of Tencent (Downstream 2C apps include: QQ/QQ browser/Tencent News)

- Set standard of timelines (a content processing strategy), drove the implementation of algorithms, and conducted A/B test, which increased the recall recommendation pool to 5.96 million (+4.12 million), the accuracy rate of content recognition algorithms to 95.2% (+46.3%) and successfully reversed the declining trend of video view of previous years.
- Defined key metrics of supply and demand (a content processing strategy), composed weekly supply and demand matrix report to guide content operation team and downstream recommendation team to optimize content ecology, resulting in increasing ROI of the whole department.
- Collaborated with algorithm and supplier to optimize the filtering algorithm of low-quality(a content processing strategy), which increased the accuracy rate from 90% to 96.1%.

Netease Game	*Game UX Designer, Intern*	**Jun. 2019-Aug. 2020**

LifeAfter

- Collaborated with internal stakeholders (game designer, engineer, and QA) to design appealing, user-friendly, and crisp 3D UI assets and implemented an intuitive user experience for a casual mobile game.
- Utilized Axure to transform the game planning document (GDD) into game interfaces of backpack system, weapon system, and tips system, and integrated UI in the Unity 3D to make playable prototypes.

PROJECT & ENTREPRENEURSHIP

Build Virtual World (project-based class of ETC)	*Producer & 3D Artsit*	**Sept. 2021- Oct. 2021**

- Organized the ideation, meeting, and task tracker; designed interaction and play flow; authored game design documents to programmers, artists, and sound designers; built the 3D artwork and make prefabs in Unity.

    - Covid Escape AR Game, an educational AR experience based on Hololens. Presentation link: https://youtu.be/NEjyQT7of44.
    - Crimson Hound VR Game, a detective VR game based on Oculus. Presentation link: https://www.youtube.com/watch?v=ljZcLbnFaL4.
    - Who Is Slacking ?, an ironic interactive game based on Tobii eyetraker. Presentation link: https://youtu.be/ra2zrcTtkHQ

Optimization of Tencent Wi-fi Helper APP	*Team leader & UX designer*	**Mar. 2019-Apl. 2019**

- Solved the problem of low user retention of the content page by conducting market research, summarizing pain points, prioritizing user needs, designing the wireframes & low-fi & high-fi prototypes, and conducting 4+ usability tests and iterations.

Miaoke APP (Campus stray animal charity platform)	*Founder*	**Apl. 2018-Sept. 2018**

- Designed and implemented the MVP of APP; completed a 20,000+ words business plan and conducted 6 commercial roadshows; analyzed 600+ valid questionnaires and 30+ offline user interviews through focus groups. Roadshows link: https://youtu.be/ZnpTdfcqE_4

SKILL & HOBBY

- Programming language: SQL, Python, javascript, CSS/Html, C#.
- Design tools: Figma, Adobe XD, sketch, Illustrator, Photoshop, Preime.
- Hobbies: tennis, rock climbing, running and traveling.