

Dongmeng Zhang

Product Manager

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Applying for product manager intern of summer 2020

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), Producer and Artist

- Created games/experience 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
 - Utilized hardware including HTC VIVE, Magic Leap, XBOX Kinect to make VR/AR and immersive gameplay
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EXPERIENCE

Senior Product Manager/Project Leader 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, product frame design, operation and marketing strategy
- User need and behavior data analysis, competitor analysis, A/B test
- Build product from zero, leading a team with 2 product designers and 3 operators
- Working and cooperating with different team in the company
- online lending risk control data analysis

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, Maya, Trello, Jira, Confluence, MS Office, Adobe Photoshop, Adobe AI,