

EXPERIENCE

Jan 2023 – Sep 2024

Clash/Hero
Clash/Survivor
Clash/Kingdoms

Senior Product Manager Product Team, Kuma Games Inc., Vancouver, CANADA

- Led the creation and implementation of project frameworks, product/UX design, and projections for gaming and AI products, resulting in a 15% increase in user engagement and positive feedback on strategies and functionalities
Developed and validated key features, roadmaps, prototypes, and backlogs for multi-platform products, ensuring alignment with company objectives, stakeholders' expectations, and accelerating product delivery by 3 months
Directed cross-functional teams across product, art, development, and marketing to refine production processes, driving more efficient iterations, and improving overall product quality and team collaboration
Managed design, development, and outsourcing resources with partners to streamline feature iterations, development plans, and marketing campaigns to meet product, business, and user expectations

Sep 2021 – Aug 2022

Noema
Escape Communicator
Trailer Park Boys

Game Designer | Product Manager Master of Digital Media, Centre for Digital Media, Vancouver, CANADA

- Led product management, game design, and user research initiatives for diverse products, collaborating with esteemed clients such as UBC Theatre & Film and East Side Games, and delivered innovative concepts and high-fidelity prototypes
Structured project plans, milestones, prototypes, roadmaps, and documentation with a focus on risk management
Established strategic objectives for daily stand-ups, weekly sprints, and milestones, optimizing playable prototypes
Leveraged digital persuasion frameworks, design methodologies, and agile management principles to deliver MVPs

Mar 2022 – May 2022

After School Podcast

Production Assistant Faculty of Communication, Art and Technology, SFU, Vancouver, CANADA

- Conceived, hosted, and delivered an engaging podcast episode in collaboration with a producer and participants from FCAT, delving into compelling game design narratives from accomplished alumni of the Centre for Digital Media

Jul 2022 (11th – 22nd)

Instructional Assistant Master of Digital Media, Centre for Digital Media, Vancouver, CANADA

- Selected by a faculty member to deliver a summer game design program for teens with UBC, encouraging students to code and prototype using GameMaker and other development tools

Sep 2021 – Dec 2021

- Reconciled weekly course content with a lecturer based on learning outcomes, mentoring students on storytelling, app/product design, and AR product development strategies and approaches

Apr 2019 – Aug 2021

Demographic Analysis
Population Models
Location Selection

Product Manager Big Data Application Innovation Center, China Mobile Limited, Zhuhai, CHINA

- Formulated five SaaS systems and integrated 17 modules into 90 scenarios based on data-driven insights and user needs
Collaborated with clients to assess requirements and deliver feasible technical solutions and outputs
Conducted comparative analysis and evaluated performance data to make design decisions and enhance team efficiency
Developed data models based on user behavior to enhance customer value and improve key business metrics

Nov 2018 – Mar 2019

Piano Tiles 2
Dancing Line
Rolling Sky

Product Manager Game Superman Department, Cheetah Mobile.Inc., Zhuhai, CHINA

- Championed a multi-disciplinary team to conceive, design, and implement a '0 to 1' gaming app within three weeks
Conducted user research and comparative analysis to gather user insights and validate product hypotheses to meet KPIs
Designed, delivered, and documented intriguing product features aligned with business goals and customer desires

Dec 2016 – Oct 2018

Monopoly
Texas Hold'em
Fight the Landlord

Product Manager Game Department, JOYY.INC, Guangzhou, CHINA

- Customized and prototyped five web games with live streaming services, increasing anchors' income by 300% in ten months and customer conversion rates by 100% in eight months
Refined product vision and gameplay goals by developing systems for combat, progression, and in-app purchases (IAP)
Managed product roadmaps, game design, playtesting, operations strategies, data analysis, and documentation

Jun 2012 – Sep 2014

RAID: Shadow (MU)
Wartune: Cloud City
Swords of Legends Online

Operations Manager Game Department, JOYY.INC., Zhuhai, CHINA

- Awarded 1 of 200 Best Employees and 1 of 10 Excellence in 2014, and Star Staff in January and August 2013
Optimized the gaming operations workflow and launched the company's first mobile game and gaming platform
Managed a ten-person team to maintain gaming services and strategize monetization policies for 10+ games

Sep 2010 – Oct 2011

Channel Specialist Marketing Department, RENREN.INC, Beijing, CHINA

- Increased market share from 30% to 80% in three months, earning an Outstanding Award for the quarter
Researched and analyzed competitive social media products to shape promotional materials and marketing strategies

EDUCATION

Sep 2020 – Dec 2022

MASTER OF DIGITAL MEDIA Centre for Digital Media (UBC, SFU, Emily Carr and BCIT), CANADA

Sep 2014 – Jun 2016

MANAGEMENT OF TECHNOLOGY The Institution of Technology Management, National Chiao Tung University, TAIWAN

Jan 2016 – May 2016

EXCHANGE, COMMUNICATION & INFORMATION Wee Kim Lee School, Nanyang Technological University, SINGAPORE

Sep 2006 – Jun 2010

B.E., INFORMATION SECURITY College of Computer and Communication, Hunan University, MAINLAND CHINA