

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, China

B.A Of Journalism And Information Communication, July 2013

LANGUAGES

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

ACADEMIC PROJECTS

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

- 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
- Analyzing client's demand, interaction and feedback mechanism design, arranging working pipeline.

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
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WORK EXPERIENCE

Senior Product Manager/Product Lead at Lexinfintech (Nasdaq LX)

Shenzhen, China, Nov 2016 – May 2019

1. Design the platform product system of the Fenqile APP (the main APP for LEXIN, over 1 million DAU), which including interface frame, the message channel, operation advertising system and OA system for operating department.
2. Design credit card management product (balance transfer, card bill inquiry, local discount information) and Fenqile digital credit card (Le Hua Card, one major product for the company, over 30,000 loans in an average day).
 - Design and build key products by rapid prototyping and product iteration, manage the product roadmap. Pitch the digital credit card product idea to key stakeholders and build the first digital credit card product in the industry from zero.
 - lead a team with 2 product designers and 3 operators to expand the product features and accomplish milestones, lead the 2 fastest growing products in the company.
 - User centered design based on user demand, behavior data and competitor analysis. Product strategy iteration based on result from A/B test, user interview, dairy study and focus group, reach 1 million total user from zero in 7 months (credit card management).
 - Design operating strategy for different user group. Build automatic operating tools and user ROI data tracking report, reach daily 20 million RMB loan GMV from zero in 4 months (Le Hua Card).
 - Work with marketing and risk controlling department closely to build marketing plans and risk-based loan rate system, rises

customer profitability by 3%(Le Hua Card).

- Assist BD team in negotiation meetings with major banks by providing solutions for potential products and business models.

Product Manager at Alibaba Group – UC Browser (Nasdaq BABA)

Guangzhou, China, Aug 2014 – Nov 2016

1. Design the navigation monetization feature, newsfeed advertising interface, user cash back system for UC browser.
2. Be responsible for design and operating strategy of the PGC SNS “Ask me” of UC browser.
 - Mobile app interface design and user behavior data analysis, rise the conversion rate of navigation pages by 6%.
 - Design web product that has more than 10 million DAU, monetization features rise ARPU from 5 to 8.
 - SNS design and operation, using a non-monetary reward system to attract professionals, rise average active professionals from 600 to 2000.
 - Design special features and viral marketing operation product for the Alibaba 11.11 shopping festival, attract more than 200,000 new users in one day, communicating and working with team from different business unities including TMall and Alipay in the Alibaba group during the whole project period.
 - Commercial and newsfeed advertising product design, e- commercial feature web product design.

Assistant Product Manager at Yihaodian

Shanghai, China, Apr 2013 – July 2014

Oversaw the design and improvement of promotion function units in the Yihaodian application and coupon system for the retailer to stimulate potential buyers to make purchases.

SKILLS

Design tools

Axure, InVision Studio, Sketch, Adobe Photoshop, Maya, Substance Painter.

Project management tools

Trello, Jira, MS WORD, MS EXCEL, MS PowerPoint.

Data tools

Sql , MySql, Tableau.

<https://www.linkedin.com/in/dongmeng-zhang/>