

Dongmeng Zhang

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EDUCATION

Carnegie Mellon University (CMU)

Master of Entertainment Technology, May 2021

Entertainment Technology Center (ETC), Pittsburgh, PA

Huazhong University of Science and Technology (HUST)

B.A of Journalism and Information Communication, July 2013

School of Journalism and Communication, Wuhan, China

WORKING EXPERIENCE

Senior Product Manager/Product Lead at Lexin fintech (Nasdaq LX)

Shenzhen, China, Nov 2016 – May 2019

- Oversaw the interface design and product frame of company's major APP (Fenqile over 1 million DAU), refined the user experience and increased the app store rating by 0.4.
- Managed the product life cycle of credit card management product and digital credit card, two key products of the company.
 - Designed and launched products together with engineer and UI/UX team by rapid prototyping and iteration, built the product roadmap. Pitched the digital credit card product idea to key stakeholders thereby launching the first digital credit card product in the industry.
 - Led the 2 fastest growing products in the company, set product KPI and milestones and lead product team of 6. Practiced Agile development method when building the product from 0.
 - Utilized user centered design based on user demand, user story and pain points analysis.
 - Generated business insight out of user behavior data and competitor analysis and apply to product iteration strategy.
 - Practiced A/B test, user interview, diary study and focus group.
 - Designed sharing & reward feature to reach 1 million total users from zero in 7 months (credit card management).
 - Built automatic operating tools and user ROI tracking report, reduced the operating budget by 15%
 - Worked with marketing, risk controlling and data team to build marketing plans and risk-based loan rate system which increased user's profitability by 3% (Le Hua Card).
 - Assisted BD team in negotiation 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

- Designed the navigation monetization feature, newsfeed advertising system, and user cash back system for UC browser.
- Responsible for design and operating strategy of the PGC SNS "Ask Me" of UC browser.
 - Built user persona and studied user journey/story. Utilized User-Centered design method to improve user experience.
 - Mobile app interface UX and wireframe design; user behavior data analysis, increased the conversion rate of navigation pages by 6%.
 - Designed web product that has more than 10 million DAU, monetization features rise ARPU from 5 to 8.
 - Designed non-monetary reward to attract professionals, increase average active professionals from 600 to 2000.
 - Designed special features and viral marketing operation product for the Alibaba 11.11 shopping festival, attracted more than 200,000 new users in one day.
 - Worked with engineering team to design SDK and API to support cross APP collaboration features.
 - Coordinated communication with cross-functional teams from different business entities in the Alibaba group during the whole project, being the project owner for UC Browser.

Assistant Product Manager at Yihaodian

Shanghai, China, Apr 2013 – July 2014

- Oversaw the design and improvement of promotion function and coupon system for the retailer to stimulate potential

ACADEMIC PROJECTS

Room Scale XR Game, ETC project (fall 2020), Product manager

<https://www.etc.cmu.edu/projects/xroom/>

- One semester long project delivering a highly interactive XR game which utilizes edge computing technology.
- Gameplay design, client management, task scheduling, agile project management

VR Safety Training, ETC project (spring 2020), Experience Designer and Producer

<http://www.etc.cmu.edu/projects/safewell/>

- One semester long project delivering an immersive VR safety training experience for *ReachWireline*
- Gathered and analyzed client's requirements, designed interaction and feedback mechanism, agile project management. Using Unity3D to help programmers build the sense.

Building Virtual World, ETC project, (fall 2019), Designer and Producer

- Utilized different hardware to create VR/AR and immersive gameplay in a 1-2 week sprints with 4 or 5 new teammates.
- Honed communication, teamwork, product/game design, documentation, character, and environment modelling.

SKILLS

Technology: Axure, InVision Studio, Figma, Sketch, Adobe Photoshop / Sql , MySQL, Tableau / Maya, Substance Painter / Trello, Jira, confluence, MS Project

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