

EDUCATION

Beihang University · M.Des in Design	2024.09 – 2027.06
GPA 3.7/4.0 (top 15%) · Head of Design, Student Union	
University of Science and Technology Beijing · B.A. in Visual Communication Design	2020.09 – 2024.06
GPA 3.7/4.0 (top 10%) · Outstanding Graduate · Student Assistant, International Affairs Office	

EXPERIENCE

Kuaishou · Kling AI / Kling B2B Product Operations	2026.04 – Present
01 Led weekly AIGC trend & VFX reports across Douyin/RED and X/Instagram; surfaced template opportunities and monetization plays, driving hotspot→template→deal loops and 30%+ template usage; built a daily Agent crawl for hotlists. 02 Built weekly tracking for new effect templates, gathered client feedback, visualized usage, and fed product with pain points and supply direction so templates matched market demand. 03 Ran full-cycle ops for an S-tier baseball hotspot template: daily attribution with product/eng, 10K+ uses, dozens of B2B clients, 15+ days of traction, and a reusable playbook. 04 Led Showcase packaging and multilingual site work; packaged model goodcases for ToB marketing and email reactivation; helped validate one-click e-commerce video (voiceover/ads) as a new B2B growth path. 05 Helped build model evaluation: co-designed benchmarks and methods, iterated eval sets for B2B scenarios, and produced training data. 06 Codified hotspot monitoring, tracking, template/competitor/client analysis into reusable Skills for semi-automated workflows (~45% efficiency); contributed to automated template launch standardization.	

Kuaishou · Global / Indonesia Growth & Monetization Ops	2026.02 – 2026.04
01 Co-planned Ramadan campaign pages/topics/stickers; shipped rewards & Realme lottery; built beverage O2O with 100+ conversions, 200+ offline events, and TV/university partners. 02 Owned Push/DM with funnel diagnosis; with product, tuned audience & frequency for +69% YoY push efficiency; used Noah/BI/SQL/Hive/Thinkcell for TOP-client reports; helped drive 28k+ new users and \$300K brand deals. 03 Built personas and attribution; reviewed VV/slope/Push across nine verticals; pushed AI content efficiency; synced with overseas and cross-functional teams on multi-channel traffic.	

Meitu · ZCOOL / ZCOOL C-End Product Operations	2025.11 – 2026.02
01 Mined demand via trends/competitors; shipped festival/e-com/tech/Y2K assets with creative; set real-time quality loops; planned in-app contests/exhibitions for brand seeding. 02 Owned traffic partnerships and in-app ads with differentiated allocation; built creator tiering; boosted artist posts and selected high-converting content around campaign nodes. 03 Co-authored the short-video Feed PRD; onboarded artist seed users for cold-start UGC; supported official PGC to grow DAU. 04 Built Gen-Z tags with segmented Push A/B tests; after rollout, landing CTR +7% and UV +11%. 05 Supported in/out-app livestreams with briefs for 100+ KOLs; 30+ streams in two months, 10M+ VV, peak GMV ¥700K. 06 Ran WeChat/RED official accounts around campaigns/offline events; +200 net followers with MoM conversion lift.	

RESEARCH

National Key R&D Program · Cardiopulmonary Wearable Robotics / UX Researcher	2024.09 – Present
01 20+ interviews + 83 surveys with SPSS factor analysis; built a layered user model and identified human-machine collaboration as the core pain point. 02 Defined 3 core personas and 4 clinical scenarios; drove wearables ≤2kg and validated ergonomics. 03 Designed two-way interaction with cognitive walkthroughs; cut breath-trigger latency to ≤40ms (vs 50ms guideline) for fast response.	

USTB Interaction Design × Baidu MEUX · Virtual Idol BOT Design / Project Lead	2023.09 – 2023.12
01 Benchmarked 10+ digital-human IP styles; positioned a personalized virtual idol and delivered the design from research. 02 Designed monetization across subscriptions, virtual goods and collectibles, with cold-start and growth-phase ops plans. 03 Analyzed AIGC digital-human content data for preferences/behavior, then tuned emotional expression and interaction for stickiness.	

SKILLS

DATA & ANALYTICS	SQL / Hive / Python / Tableau / Excel / Noah / BI 平台 / Thinkcell
AI & AGENT	Claude / ChatGPT / Cursor / Codex / 扣子 Coze / 可灵 Kling / 即梦 / Midjourney
DESIGN & CONTENT	Figma / Photoshop / Illustrator / InDesign / After Effects / Premiere / Media Encoder / Axure / Xmind / 剪映 / Canva
COLLABORATION	飞书 Lark / Notion

AWARDS

2025	National First Prize — Generative AI · Beijing Animation Design Competition
2024	National Second Prize · Good Idea Awards / National Third Prize · Future Designer Competition / From Biomechanical Support to Emotional Synergy: Emerging Design of Soft Wearable Robots in Respiratory Rehabilitation · Intl. Conference on Human Factors & Intelligent Systems Interaction / Conference Paper Presentation · Intl. Conference on HFISI
2023	National Third Prize — ICAN Innovation Contest · ICAN Committee / First Prize — Beijing Cultural & Creative Design Competition · Beijing Municipal Education Commission
2022	Design Patent — Winter Olympics Tote Packaging · CNIPA