Liang Cui
PRODUCT MANAGER

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437-970-1989

Product Manager & System Designer, focusing on Consumer Application, Large Scale CMS and SaaS Application Design & Information Architecture.

Technical Background • Designer Mindset • HCI Major

TOOLKIT

XMind	Axure	Confluence	JIRA/Redmine	Figma	Sketch	After Effect	Unity	Metabase	HTML+CSS+JS

EXPERIENCE(6+ years)

DealTap, Responsive Contract Negotiation SaaS Platform, Web-Based CMS
Product Manager, Information Architect

2017 ~ Present
Toronto, ON, Canada

- Leading the effort to build DealTap's next generation responsive Web Based E-Signature Tool and Brokerage Management Platform.
- Proposed and designed a Scalable Smart-Form Building Platform for building and updating DealTap's Form Library, greatly reducing the costs and risks from manually coding and updating form every year.
- Liaison with an Advisory Board of 6 Toronto's top agents, continuously collecting feedback and iteration suggests from them to feed into the product design.
- Collecting and analysing requirements, translating requirements to product architecture.
- Overseeing a team of developers, a UI designer and a junior PM, grooming backlog, running the agile cycle.

Alo7, Online Classes, Operation & CS Platform, Mobile Application
Senior Product Designer

2015 ~ 2017
Shanghai, China

- Leading the design of the Architecture, Wireframes, UX Flow, Uses Case, Interactive Prototype of the large CMS that supports the whole operation of Alo7's online English course business that hosts over 30,000+ online classes per month
  - Including User Portals, Online Class Platform integration, Customer Support System, Operation Logistics tools, Analytics System, Teacher Resource Distribution and Optimization System, etc.)
  - The products helped Alo7 secured 37.5 million series D funding
- Grew Alo7's Online Class Product with over 30,000 classes per month
- Grooming product backlog, roadmapping product direction in the agile environment.
- Cross-team collaboration with the operation team, the visual team, and the development team to ensure product consistency and quality throughout the dev cycle.
- Defining documentation standards for the product department.

Permanent Resident of Canada

Portfolio http://www.liangcui.net

Fixya, Online Community,Gamification, Responsive Web Application
Product Manager, User Experience Designer

<div align="right">2014 ~ 2015
San Mateo, CA, U.S</div>

- Identifying problems and opportunities to introduce Data Driven decisions to improve the efficiency, effectiveness and overall satisfaction of interactive experience of both desktop and mobile website.
- Developing the vision and the strategy for boosting traffic, conversion rate and user engagement.
- Creating detailed use cases, user workflows, and user interface specifications utilizing wireframes and rapid prototypes in Axure.
- Collaborating with stakeholders, users, designers and the remote dev team, aligning usability, technology and business goals.
- Evaluating module performance via Google Analytics and Tableau for further iterations.
- Designed tools and mechanics to effectively improve the quality of user generated content.

GEL Lab, Proof-of-Concept Prototype and Indie Games in Unity and Unreal
Lead Designer, Level Designer, Programmer

<div align="right">2013 ~ 2014
East Lansing, MI, U.S</div>

- Leading the team and design direction on 2 major client projects, defining work scope, design detail and delivery vision.
- Directly working with programmers and artists to implement game mechanics, sequences, levels and boss fights within Unity and various plugins.
- Drafting the design document, defining every detail of the project.
- Implementing UI and level designs on various scopes and styles.

Indie Game Developer, Video Game Industry
One-man Team

<div align="right">2011 ~ 2012</div>

- Designed, wrote, and Developed a 130,000-word script Indie RPG alone, receiving over 100,000 downloads
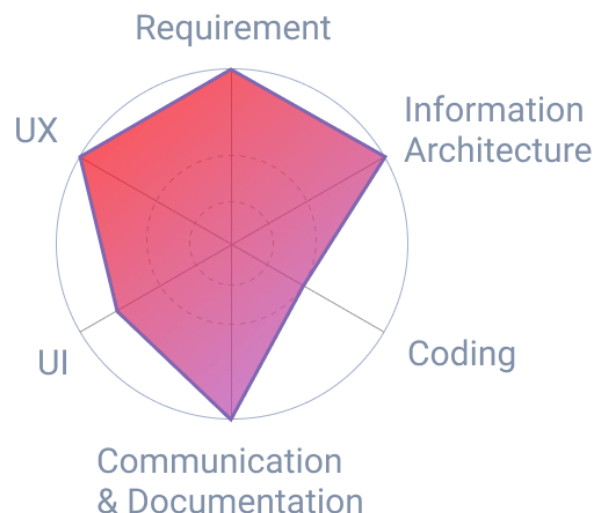

EDUCATION

Human Computer Interaction
Master's
Michigan State University, 2014
4.0/4.0

Software Engineering
Bachelor's
Northwest University, 2012
3.4/4.0

SKILLS

Radar chart axes: Requirement, Information Architecture, Coding, Communication & Documentation, UI, UX

INTERESTS Story-driven Games • Virtual / Augmented Reality • Blockchain • Product Hunt • TechCrunch

Permanent Resident of Canada

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