

Jia-Tian Lu

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Job Objective: Product Manager | Desired Cities: Hong Kong/Shenzhen

PROFESSIONAL SKILLS

PRODUCT THINKING:

ToC : Possesses the ability to analyze social problems and market demands, driving product optimization and iteration from a user perspective. Understands ROI calculation formulas and the operational models of UGC and PGC platforms.

ToB : Integrates specific business requirements from pre-sales personnel, facilitating the transformation of productive services, and demonstrating functional effectiveness through solutions.

TOOL SKILLS:

Proficient in using prototyping tools such as Axure, Figma, and Mostergo;

Proficient in using flowcharting tools such as Xmind;

Skilled in combining **AI tools** for data analysis and efficient generation of documentation standards;

Possesses solid documentation writing skills, efficiently producing various **PRD** requirement documents, competitive analysis documents, etc.;

Familiar with market economics and marketing psychology (**MVP**, Maslow's Hierarchy of Needs, Kano Model, Herding Effect, etc.).

CORE STRENGTHS:

Possesses full-lifecycle 0-to-1 project implementation experience (primarily entrepreneurial experience) and private domain product development experience, practical internship experience in data security enterprises in mainland China, and a technical background (Software Engineering major).

INTERNSHIP EXPERIENCE

Hangzhou Lynx Technology Co., Ltd. **Product Manager Intern** *2025.07~2025.09*

1. Participated in a research workshop on the application of ByteDance Feilian project's AI model in data security products. **I proposed AI application suggestions for rapid pre-strategy setup in data loss prevention products.**
2. Participated in demand research and breakdown with leading clients such as Ant Group's MYbank and NetEase Group. **Successfully designed and implemented batch detection and control for data outbound management in the financial industry**, reducing the positive impact of strategies on the efficiency of normal business operations.
3. **Responsible for the design and implementation of the drip-style outbound feature for data security products, setting up high-frequency**, staggered outbound of sensitive corporate files to specified terminals within a regulated timeframe.
4. Independently responsible for the design and full lifecycle management of international market demands for data security products, **optimizing text detection for English text's intermittency and part-of-speech conversion, with the technical stack focused on the frontend domain. Also produced PRD requirement documents, high-fidelity prototypes, led demand review meetings, aligned demand boundaries with development and testing teams, and conducted functional walkthroughs until implementation.**

5. Responsible for 2 product function manuals and new user guides (Ch/En) for data security products, released 12 product best practice DEMOS, and completed two independent software copyrights.

PROJECT EXPERIENCE

Private Domain Ride-Sharing Platform for Non-Urban Universities (Startup Project)

Product Manager

2024.03~2024.12

Project Background: Addressing pain points such as poor accessibility to urban suburban universities and inconvenient student travel, initiated the development of a "low-cost, semi-self-organized" private carpooling platform for university faculty and students to improve resource scheduling efficiency.

User Research and Demand Analysis: Collected travel behavior data from over 900 university students from several universities, and combined with sample data analysis, identified the rigid demand for "real-name authentication" to achieve a truly private domain platform, and translated research reports into product business design key points.

Demand Business Design:

- A. Organized a group of electric vehicle drivers around universities to form a fleet, promoting green travel;
- B. Designed "Popular Route" packages for core transportation hubs based on high-frequency travel destinations during holidays, alleviating frequent order issues during peak periods;
- C. Designed "Female-only Car" service for special needs of female passengers;
- D. Designed "Space-based Pricing" and a compromise shortest destination business solution for cost-effective carpooling services, achieving the shortest routes, highest travel efficiency, and increased daily order rates for drivers.

Project Achievements: The platform attracted over 200 registered users during internal testing, accumulated 20 carpooling routes, and the average travel waiting time after using the platform was reduced by over 40%. The project was shortlisted for the provincial "Internet+" Innovation and Entrepreneurship Competition.

Campus Cloud Pet Adoption (WeChat-Small program)

Project Product Manager

2025.02~2025.06

Project Background: Aimed at caring for stray animals on university campuses, created an online check-in and interactive public welfare platform from scratch to address core pain points such as low student participation, unrecorded care activities, and weak public welfare communication.

1. Led user demand research, covering 5 campus clubs and 4 dormitory areas, collecting over 300 valid questionnaires, conducting in-depth interviews with over 20 core users, outputting 3 types of user personas, identifying 5 core functional requirements, and completing the overall product positioning and version planning.
2. Led product prototype design and interactive process setup, focusing on three core scenarios: "Daily Check-in," "Pet Story UGC Publishing," and "Points Mall Exchange," outputting user operation path maps, high-fidelity prototypes, and complete PRD documents, promoting the development and design teams to complete product implementation and testing.
3. To address the pain point of low user check-in retention, designed "tiered points incentives + friend team check-in" features. After implementation, the 7-day user retention rate increased from 22% to 45%. The platform accumulated over 300 registered users, with a daily active rate of 52%

during the testing phase, and a functional user satisfaction of 91%. It has been implemented in large-scale public welfare activities on campus for long-term operation.

4. Independently holds 1 software copyright related to this project (first author).

EDUCATION

Hubei University of Technology Engineering Technology College

Major: Software Engineering

2024.09~2028.06

Major Courses: Java Programming, Data Structures and Algorithms, Database Principles, Computer Organization and Architecture, Operating System Principles, Computer Networks, Hadoop, etc.;

Minor Courses: Project Management (PMP), Operations Strategy, Economics, Marketing, etc.

QUALIFICATIONS

IELTS 6.5, Mandarin Level 2 B, CET 4 & 6, Software Tester, Driver's License C2