



Liang Cui

PRODUCT MANAGER

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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
SR. 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 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.
- Streamlined user's core workflow by introducing the new "Timeline" system for user's transaction management experience, bringing a new, more efficient, and user friendly workflow to user that encompassed user's current habits.
- Designed the mobile website using Sketch and Figma.
- Collecting and analysing requirements, translating requirements to product architecture.
- Designing and iterating system Information Architecture, Wireframes and Interactive Prototypes for the new platform.
- Lead the integration plan for embedding the signing flow for several 3rd party platforms.
- Overseeing a team of developers, a UI designer and a junior PM, grooming backlog, running the agile sprint cycle and estimation meetings.
- Managing JIRA/Confluence and improved workflows and processes.
- Creating and managing backlogs, roadmap, release milestones, and JIRA tickets.
- Create PRDs and documentation standards on Confluence.

- 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
- Owning from concept to delivery, dozens of systems including: 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
- Liaison with partner schools, delivered customizable B2B system for partner schools for online class management.
- Designed and shipped the mobile website apps for students and parents.
- Grooming product backlog, roadmapping product direction in the agile environment.
- Designing and iterating detailed wireframes, user workflows, use cases, and interactive prototypes.
- Cross-team collaboration with the operation team, the visual team, and the development team to ensure product consistency and quality throughout the dev cycle.
- Introduced Confluence to the product department and defined documentation standards for all PRDs.

- 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.
- Introducing new features and strategies for boosting traffic, conversion rate and user engagement.
 - Introduced "Want Answer" system before competitor Quora did.
 - Designed and shipped the Notification System which drastically improved user engagement.
 - Delivered the Budget system and Weekly Expert Ranking system, increasing the Answer Rate per Account.
 - Revamped question list sorting algorithm, optimizing the list page engagement.
 - Redesigned the mobile website, drastically increasing mobile user experience.
- Designed and launched UGC modding tool with gamification element, effectively reducing spam content and increase community 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.
- Worked directly with user and customer support for gathering feedback to improve current / future projects.

GEL Lab, Proof-of-Concept Prototype and Indie Games in Unity and Unreal
LEAD DESIGNER

2013 ~ 2014
East Lansing, MI, U.S

- Leading the team and design direction on 2 major client projects, defining work scope, design detail and delivery vision.
 - Designed and delivered the mobile game Saving Magic.
 - Designed and prototyped Criminal Procedure proof of concept build with Unity, Mixamo and Pixel Crusher Dialogue System.
- Working closely with the client in defining the requirement of end product.
- Crafting an innovative solution to delivery the traditionally tedious educational content through interactive media product.
- Developing the prototype demo 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
DESIGNER & DEVELOPER

2011 ~ 2012

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

EDUCATION

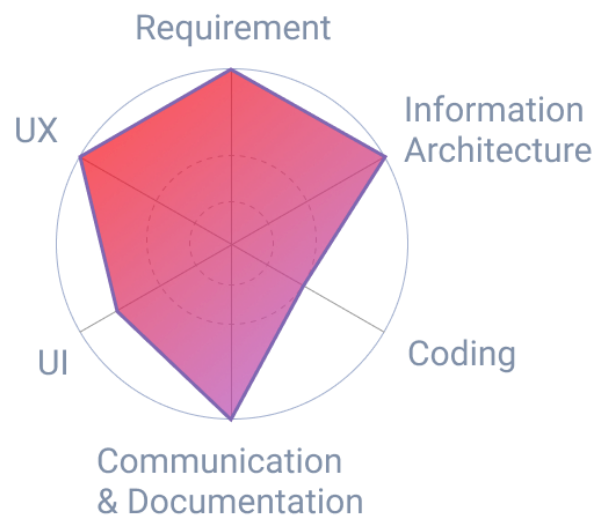
Human Computer Interaction

Master's
Michigan State University, 2014
4.0/4.0

Software Engineering

Bachelor's
Northwest University, 2012
3.4/4.0

SKILLS



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

Permanent Resident of Canada

Portfolio <http://www.liangcui.net>