



# Liang Cui

DIRECTOR OF PRODUCT

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Hands-on Director of Product & 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 Effects



Unity



Metabase



Postman

### EXPERIENCE(10+ years)

**VerticalScope**, Web and Mobile application, Forum Communities  
**SR PRODUCT MANAGER -> PRODUCT LEAD -> DIRECTOR OF PRODUCT**

2019 ~ Present  
Toronto, ON, Canada

- **Hands-on managing, building and delivering product roadmap and major projects** for community platforms with collectively over **100 million MAU**
  - Lead the Platform-wide Vendor Self-Serve project, designed the entire payment solution including **API integration with Chargebee & Braintree, automating the annual \$7,000,000 revenue stream while working directly with the CFO.**
  - Conceptualized and delivered a new Feed-driven **Homepage** resulting in **over 500% engagement increase.**
  - Proposed, designed, and delivered our “Cali Ops” intranet site, **drastically reducing operational costs while streamlining the configuration of over 1200+ sites.”**
  - Lead the effort to conceptualize and build VerticalScope’s **Native Mobile app - Fora, transforming the forum space, unifying an ecosystem of over 1,200 sites.**
  - Drove integration of Google OneTap, resulting in **100% increase in Daily User Registrations.**
  - Started the company-wide initiative for **quarterly NPS surveys**, establishing a healthy, effective pipeline for integrating user feedback.
    - Established NPS baseline and drove a series of efforts improving our overall product based on user feedback. **Improved NPS from negative 10 to positive 43 within 2 quarters.**
  - Introduced **UX overhaul for the entire platform**, drastically improving user experience and visual fidelity.
  - **Built a pipeline for recruiting users for testing sessions**, saw through 10+ usability testing sessions, then **trained and delegated** to the design team who can fully execute the whole flow independently.

- Granularized our site's Permission System, providing volunteer community moderators the ability to manage communities while **reducing our internal Community Management team's operational costs, enabling a team of 15 to manage 1,200+ sites.**
- Dramatically improved our department's pipelines, team morale, and productivity. **Raised the Product Team's eNPS above 80.**
- **Ramped up and mentored a team of 7 product managers** on Requirement Gathering, Wireframing, Cross-functioning Communication and Documentation standards.
- **Worked directly with CEO and CPO** to establish the product department career growth roadmap for PMs and Designers across the company.
- Introduced Figma to the Design Department.
- Lead a series of talks to **improve the entire team's knowledge on company products**, reducing invalid ticket reports.
- **Recorded a series of videos to increase institutional knowledge**, with over 10 hours of tutorials related to company products.

**DealTap**, Responsive Contract Negotiation SaaS Platform, Web-Based CMS

2017 ~2019

**SR. PRODUCT MANAGER & INFORMATION ARCHITECT**

Toronto, ON, Canada

- Lead 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 reduced the costs from manually coding and updating forms every year.**
  - **Built an Advisory Board with five of Toronto's top agents** to continuously collect feedback and suggestions, allowing us to quickly iterate on our product design.
  - **Streamlined our user's core workflow experience by introducing a new "Timeline" system for transaction management.** This resulted in a more efficient and user-friendly workflow that focused on the user's habits.
  - **Lead the integration plan** for embedding the signing flow for several 3rd party platforms.
  - Designed the **mobile web-app of the platform using Sketch and Figma.**
- Collected and analyzed requirements, translated requirements to **product architecture.**
- Designed and iterated on system **Information Architecture, Wireframes and Interactive Prototypes** for a new company platform.
- **Managed a team of developers, a UI designer, and a junior PM.**
- Responsible for **backlog grooming**, running the **agile sprint cycle** and **estimation meetings.**
- Managed **JIRA/Confluence** while improving workflows and processes, creating and managing **backlogs, roadmap, release milestones, and JIRA tickets.**
- Created **PRDs and documentation standards within Confluence**

**Alo7**, Online Classes, Operation & CS Platform, Mobile Application

2015 ~ 2017

**SR. PRODUCT MANAGER**

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**
- **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 **from 0 to over 30,000 classes per month**
- **Liaison with partner schools, delivered customizable B2B systems** 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.
- **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.

## Fixya, Online Community, Gamification, Responsive Web Application

2014 ~ 2015

### PRODUCT MANAGER

San Mateo, CA, U.S

- 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 websites.
- Introducing new features and strategies for boosting traffic, conversion rate and user engagement.
  - **Introduced the "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 increasing 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

2013 ~ 2014

East Lansing, MI, U.S

## LEAD GAME DESIGNER

- 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 the end 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 DESIGNER & DEVELOPER

2011 ~ 2012

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

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## EDUCATION

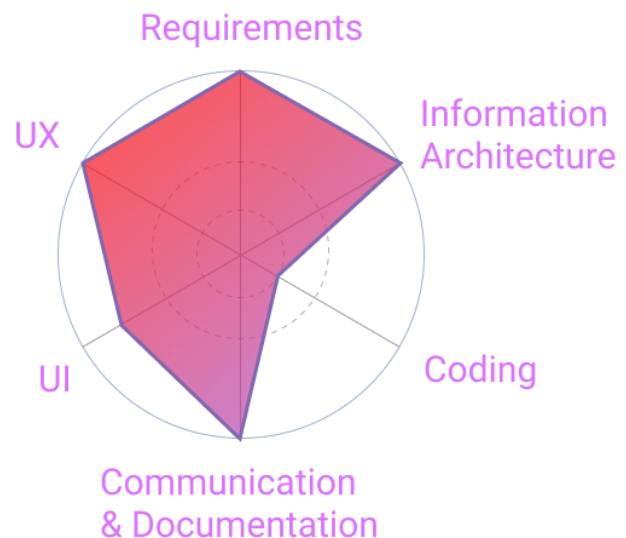
### Human Computer Interaction

Master's  
Michigan State University, 2014  
4.0/4.0

### Software Engineering

Bachelor's  
Northwest University(China), 2012  
3.4/4.0

## SKILLS



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

Permanent Resident of Canada

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