

ZHANQI LI

930-904-4454 • zli18@iu.edu • linkedin.com/in/zhanqi-kei-li

EDUCATION

Indiana University Bloomington, US <i>Master in Human Computer Interaction and Design</i> ● Courses: Experience Design, Interactive Design, Mobile and Wearable HCI, Artificial Life in VR	June 2026
HEC Paris, France <i>Master of Science in Marketing; GPA 3.85/4.0; Elective Certificate in Digital Transformation</i> ● First Prize in the 25 th L'Oreal Next Billion Challenge (served as team leader)	June 2018
Sun Yat-sen University, China <i>Bachelor of Tourism Management; GPA 3.9/4.0</i>	June 2017

PROFESSIONAL EXPERIENCE

Tencent, Shenzhen, China <i>Business Sector: Ying Yong Bao (an Android App Store under Tencent, DAU over 15 million)</i> Senior Product Manager (2022-2024) ● Conducted interviews and surveys to research on users' unmet needs, translating insights and redesigning app store loyalty program to encourage users' platform engagement, uplifting user retention rate by 28% ● Designed user interface and defined product strategy of app store, leveraging cross-platform experience by developing PC install experience, boosting MAU by 32% within 3 months through PC-based outreach ● Created wireframes and prototypes to visualize design concepts, prioritized valuable approaches across groups of features, designing user flows according to PRDs to guide product design implementation ● Performed a heuristic evaluation and usability test of current user experience of top-tier mobile games (eg. <i>CrossFire</i>), personalizing in-app purchase incentive strategies to uplift ARPU by 25% ● Implemented A/B testing of different UX/UI design as well as call-to-action strategies, identifying high-value strategies towards business metrics, increasing platform downloads by 12,000 times per day ● Led cross-functional collaboration with developer and designers, launching innovative mobile cloud gaming feature, supporting users to play games on cloud, acquiring more than 150,000 new users in a week Junior Product Manager (2020-2022) ● Oversaw entire product design system, implementing a scalable design system and redesigning user interaction layout in search scenario, elevating future iteration efficiency +200% ● Conducted competitive analysis and quantitative data analysis, optimizing user interface and search algorithm to enhance search relevance, and driving query volume-to-download ratio to increase by 8% ● Partnered with business development to expand game library by forging strong partnerships with game developers, enriching content offering and platform ecosystem by onboarding more than 10 new games	2020 – 2024
Huawei, Shenzhen, China <i>Business Sector: Petal Browser (a built-in browser within Huawei's mobile ecosystem, DAU over 40 million)</i> Product Specialist (2018-2020) ● Identified a gap in user experience and launched a short-form video feature, driving a 300% increase in average user session duration within three months ● Developed a comprehensive business strategy for short-form video platform, generating an additional 40 million RMB in annual revenue through targeted advertising and e-commerce integrations	2018 – 2020

ADDITIONAL

- Volunteer: Member at “LeanIn Shenzhen” since 2018, calling for equal women rights in workplace
- Certificate: “Learning How to Learn” @Coursera, lifelong-learner practitioner
- Languages: Mandarin & Cantonese (native), English (professional efficiency), French (intermediate)
- Computer skills: Figma, Illustrator, PS, Axure, SQL, MS Office