

ZHANQI (KEI) LI

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EXPERIENCE SUMMARY

Senior Product Manager with 6+ experience leading consumer product growth at PayPal, Tencent, and Huawei. Recently built and launched an AI-assisted iOS app end to end, owning product framing, design, and release beyond TestFlight. Delivered results such as \$5.5M in annual TPV growth at PayPal and a Tencent reactivation platform that drove 28% more daily returning users and RMB 90M+ in annual incremental revenue. Aiming to leverage growth strategy and AI product expertise to drive user acquisition and revenue for a forward-looking organization.

PROFESSIONAL EXPERIENCE

[PayPal](#)

05/2025 – 08/2025

Technical Product Manager · Consumer Group · San Jose, US (Summer Intern)

- Drove \$5.5M annual TPV growth by addressing key user friction in PayPal's P2P flow - uncovered a 60% drop-off at recipient selection, contributed to a link-sharing journey for out-of-app P2P payments, and owned the launch-measurement workstream.
- Enabled \$50M projected TPV growth by directly informing pricing decisions - conducted data-driven market and competitive analysis on the Australian P2P landscape, uncovering cross-border opportunities (e.g., AU→PH corridor with 40% YoY growth) that drove FY2026 roadmap prioritization.
- Completed compliance assessments across 100+ international markets on a compressed timeline, surfacing KYC and regulatory considerations for launch readiness.

[Tencent](#) | App Store & Gaming

12/2020 – 06/2024

Senior Product Manager · Ying Yong Bao (Android App Store, 15M+ DAU) · Shenzhen, China

Owned growth strategy, driving daily returning users growth by 28% and RMB 90M/yr incremental revenue :

- Boosted churned user reactivations by 28% - built a persistent reactivation journey using data-driven segmentation (churn duration, historical LTV, engagement level) to shape personalized incentives (vouchers, skins, rebates etc.) and make long-running return tasks visible and resumable.
- Increased first-time payer conversion by 35% and delivered RMB 90M+ in annual incremental revenue by leading monetization strategy for active but never-paying users (75% of user base) - leveraged refined user segmentation and personalized incentives to unlock conversion.
- Reduced install-to-activation drop-off by 40% by pioneering the first cloud gaming application for new user acquisition - enabled users to "play while installing", eliminating 20+ minutes of wait time for 3GB+ game packages.

Owned E2E search experience optimization, increasing post-search CTR by 26% and +2.2K daily installs:

- Delivered 8% higher search-to-download conversion by unifying the multi-content search experience (apps, cloud games, mini-games) - applied clustering analysis to interpret complex user intents and designed a modular, scalable system enabling adaptive content delivery.
- Increased post-search CTR by 26% and 7-day user retention by 12% by improving ecosystem discoverability - partnered with BD to onboard 310+ games through strategic developer collaborations.
- Increased delivery speed by 30% and improved cross-team efficiency by adhering to Agile methodologies across the PDLC - accelerating feedback loops, and ensuring iterative, on-time delivery.
- Mentored 5+ junior PMs and interns annually, enabling them to independently lead key product initiatives that accelerated feature delivery and strengthened the overall PM talent pipeline.

Huawei | Consumer mobile products

09/2018 – 11/2020

Product Manager · Petal Browser (built-in browser, 40M+ DAU) · Shenzhen, China

- Drove a 300% increase in session duration and +45% growth in content consumption by launching 0→1 short-form video within the news feed per identifying users' content preference shifting from text to video.
- Increased ad CTR by 8% and generated 40M RMB annual revenue by optimizing contextual ad relevance - analyzed user content preferences to align ads with article and video topics.

PROJECTS

[Xiaozao](#) | AI-assisted private recipe app for iOS

06/2026 – 07/2026

Independent Product Manager / AI Product Builder - Turned a recurring personal pain point into a release-ready iOS product, owning product framing, scope, architecture decisions, AI collaboration, delivery QA, and release preparation end to end; reached TestFlight in an 18-day build cycle

- Designed the core job around capturing personal cooking adaptations with less friction, then removed flows that did not serve that narrow use case.

- Orchestrated specialized AI collaborators through bounded tasks, shared context, review gates, and explicit human decision rights.
- Connected interaction design, data, authentication, AI providers, privacy, failure handling, and release constraints into one delivery system.

YLOPO | Real-estate ad-tech B2B platform redesign

09/2024 – 12/2024

Industry-sponsored Project - Partnered with Ylopo (a real estate marketing SaaS) to extend their “Mission Control” marketing campaign platform from team-owner-only access to a role-based system serving individual agents and led that journey’s interaction design through feasibility trade-offs.

- Led 9+ stakeholder interviews across 5 internal and external groups; reverse-engineered Ylopo's funding model, ad taxonomy, and cross-team handoffs into a shared product vocabulary.
- Helped prioritize a buildable MVP around property selection, creative choice, schedule and budget, payment, and launch while deferring dependency-heavy lead management and analytics.
- Translated fragmented qualitative inputs into a prioritized feature set spanning campaign creation, budget management, payment, and notifications, mapped against a role-based permission model.
- Restructured a long-scroll legacy IA - where campaign creation sat three scrolls deep - into a scalable nested side-nav aligned to user workflows, not internal org structure.
- Drove design end to end from low-fi, hi-fi, cognitive walkthrough, usability testing and conducted feasibility review with Ylopo engineers and business partners to pressure-test before handoff.

Duolingo Redesign | Cognitive-science-driven educational product redesign

01/2025 – 05/2025

Personal Project - A concept redesign grounded in cognitive ergonomics research to convert short-term engagement (extrinsic loops like streaks and leaderboards) into long-term intrinsic motivation.

- Synthesized 6+ peer-reviewed studies on memory, attention, and motor learning into an actionable four-phase learning model mapped to working-memory and long-term-memory transitions.
- Conducted competitive analysis and surfaced the “blocked repetitive fashion” gap that undermines retention despite high DAU.
- Designed a learner-controlled pacing system (level dial, forgetting-curve viz, difficulty adjustment) translating contextual-interference and spaced-retrieval theory into self-calibrated UI.
- Prototyped a visualized intrinsic-progress system (perceived language-level lift) that replaces extrinsic gamification, targeting the root cause of churn rather than its symptoms.

EDUCATION

Indiana University Bloomington, US

05/2026

Master in Human Computer Interaction and Design; GPA 3.7/4.0

Courses: Interactive Design Method, Experience Design, Usable Artificial Intelligence, Powerful Negotiation

HEC Paris, France (No.1 Business School in Europe)

06/2018

Master of Science in Marketing; GPA 3.85/4.0; Elective Certificate in Digital Transformation

Sun Yat-sen University, China

06/2017

Bachelor of Tourism Management; GPA 3.8/4.0

SKILLS

- Product: Product Strategy & Roadmap Planning, Revenue & User Growth, Monetization, A/B Testing, Data Analysis, Lifecycle Management, Customer Discovery, Funnel Analysis, Segmentation, Experiment Design, Market & Competitive analysis, Product Metrics, Stakeholder Management
- Tools: Figma, Axure, Codex, Claude Code, Workbuddy, Zcode, Supabase, SQL, MS Office, Adobe, Jira
- AI skills: LLM API integration, Prompt Engineering, RAG, Multi-turn Conversational Design, Context & Memory Management, AI Evaluation, Human-AI Interaction Design, Rapid Prototyping with AI