

Chen Liu

AI PM & Builder, [Portfolio](#)

U.S Work Experience (H1B)
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- **Shipped Products:** Built [AI Presentation Agent](#) (enterprise-deployed), [User Research Agent](#) (enterprise cloud) from 0 to 1, and WeChat Article Editor (Agent Skills, Chrome Extension), replicated [Deep Research](#) and [Lovart](#) as product study exercises.
- **Insights:** [Published product thinking articles](#) — covering AI competitive strategy for niche markets, [AI architecture decision-making](#), and [how the PM role is being restructured in the AI era](#). All insights are grounded in hands-on builds and real product experience.
- **Technical Capabilities:** End-to-end AI product development — architecture design, Dify workflow, vibe coding (Codex, Claude Code), prompt and context engineering, multimodal orchestration.
- **AI Tools:** ChatGPT(Codex), Claude(Claude Code), Gemini, Midjourney, Stable Diffusion, Dify, n8n, NotebookLM, LangSmith

Work Experience

Founder & Generative AI Product | AI Product Studio (Beijing, China)

Feb 2023 - Present

Self-directed AI product development in collaboration with a business consulting client. Progressed from prompt engineering to full-stack AI product delivery.

[AI Presentation Agent](#), AI Product Manager

- **Introduction:** Built a web-based AI Presentation Agent for knowledge content creators — generated logically structured, visually polished presentations with online editing and Powerpoint export.
- **Challenges:** Needed to identify clear differentiation against established AI presentation tools using multimodal model capabilities, within a lean independent build setup.
- **Achievements:** Completed full-stack development and 3 rounds of evaluation in 20 days; validated with 7 target users, achieved 70% positive feedback, iterated 2 features — successfully deployed on client's enterprise AI platform.

Senior AI Product Manager | Joyme (Beijing, China)

Mar 2026 - May 2026

[IMAstudio](#) is an AI image and video generation tool. Brought in to validate real users' needs and product-market fit.

AIGC Product, Product & User Research Lead

- **Introduction:** Conducted end-to-end user research across two target segments — e-commerce dropshippers and professional AI creators — to validate users' needs and product direction for an AIGC platform.
- **Challenge:** Product had been in development for almost one year with no user validation; needed to determine whether a viable market existed before further investment.
- **Achievements:** Interviewed 3 North America users across two segments, reduced a full research project from 6 weeks to 2 weeks with the support of AI, and delivered a no-demand finding that directly informed the decision to discontinue for saving millions of budget.

Senior Experience Designer | ARK Creativity Consulting (Acquired by Volkswagen Group, Beijing, China)

Oct 2020 - May 2025

Design consulting firm. Led product strategy and experience design for fintech clients, independently handling business development through delivery.

Fintech Mini-Program/App on WeChat, Product and Interaction Design Lead

- **Introduction:** Defined product strategy and end-to-end delivery for a commercial bank's WeChat mini-program, providing interest-free installment services to credit cardholders.
- **Challenges:** With limited resources, identified a niche market for the client, defined a product strategy, and delivered a product solution.
- **Achievements:** Independently developed and pitched the client proposal, closed the deal, then defined product positioning, IA, and design delivery — generated 1M+ RMB in revenue for the company.

Senior Interaction Designer | Meituan-Dianping (Beijing, China)

Apr 2020 - Sep 2020

China's leading local lifestyle platform. Delivered product work across multiple platform product features and filed 2 design patents.

Platform Product Group, Senior Interaction Designer

- **Introduction:** Defined product experience and design strategy for multi-business platform features serving mass consumer users.
- **Challenge:** Diverse user personas required distinct design strategies and measurable success metrics per segment.
- **Achievement:** Led Campus and Weekend Promotion projects end-to-end, from user analysis to launch, driving incremental revenue.

Product Designer (UX/UI) | SmugMug (California, U.S.)

Jun 2016 - Aug 2019

Photo management platform for photographers. Led mobile product experience to drive paid conversion.

Mobile Application Team, Product Designer

- **Introduction:** Owned end-to-end product experience for iOS and Android apps optimization and new product features design.
- **Challenge:** Poor user experience resulting in low paid conversion and feature completion rates.
- **Achievements:**
 - Grew paid conversion rate by 5% by redesigning the login and registration flow.
 - Achieved 80%+ acceptance rate for core features by restructuring app IA and photo management workflows.
 - Reached 70–80% feature completion rate across new releases based on user feedback.

Education

Syracuse University, U.S | M.S in Information Management

Jan 2014 - Dec 2015

Beijing Technology and Business University | Bachelor of Management

Sep 2008 - Jul 2012