

# Shizhong Hu

## Product Manager

Currently looking for full-time Game Product Manager positions that can promote culture understandings as a thinker and a maker.

## Work Experience

### EA Sports

Game Product Manager May 2019 - Aug 2019  
NBA Live Mobile

- Led the re-design of the onboarding feature to drive the growth through user-centered design.
- Collaborated with other PMs to understand the business partnership model to drive Ads sale and monetization strategies.
- Dugged into the Tableau and other market research platforms to make and validate product hypotheses

### Tencent

Product Manager May 2017 - Aug 2017  
Tencent Sports

- Delivered a 360-VR demo for a key collaboration business deal with the NBA.
- Planned and executed biometrics and wearable product plan using data for the Super Penguin Basketball Celebrity Game
- Determined Tencent sports' role in the Tencent news app, redirecting traffic to sports channel's own app

### Hulu

Technical Program Manager May 2016 - Aug 2016  
Recommendation System

- Managed JIRA workflow and clarified requirements in building data-pipeline of Hulu latest recommendation
- Defined roadmaps and wikis for core Hulu's recommendation products
- Used analytical reports and tools to define product roadmap to help with the user retention problem
- Organized and implemented scrum to increase team task completion rate by 20%

## Entrepreneurship

### Mrs Kung Pao

Product Manager, Founder Jan 2016 - May 2016

- Built a restaurant review app that focused on personalized reviews and faster ordering experience in a 5 people team.
- Attended VC and start-up events but chose to pause the project.

## Education

expected graduation: 05/20

### Georgia Institute of Technology

#### M.S. in Human-Computer Interaction

##### Course Highlights:

Machine learning for Trading  
VR Game Studio

### University of Michigan, Ann Arbor

#### B.S. in Information Science

##### Course Highlights:

Natural Language Processing  
Information Retrieval

## Leadership

### Student Government Association

Senator Sep 2018 - Present

- Elected as one of the twenty student Senators to represent 35000+ students at GaTech
- Discussed and allocated student activities fees(\$3.5million ) to over 300+ student organizations

## Award

Certified Scrum Master (CSM)  
UMSI Innovator Award 2016  
Dean's List 2016,2017,2018

## Notable Projects

### Pizza Hut

UX Designer Sep 2015 - May 2016

- Created interactive prototypes through full-user research cycles.

### Internet Surveillance VR

PM / Programmer Jan 2019 - May 2019

- Created a VR interactive game in 3 months for people to experience and reflect the internet surveillance using Oculus and Unity.

## Ask Me About

Hiking (Camino de Santiago, ABC, Mt Kawaboge), Kart-Racing, Philosophy