HAIJIAN CHEN

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AI product builder combining business insight, data analysis, and deployable LLM workflows.

My Website

EDUCATION

The Chinese University of Hong Kong, Business School — MSc in Marketing **Expected Aug 2027**

- **Concentration:** AI and Quantitative Marketing; coursework in AI & Big Data Strategy, Integrated Marketing Communication, and Strategic Marketing.

University of Macau, Faculty of Social Sciences — BSS in Communication **Aug 2022 – Jun 2026**

- **Concentration:** Creative Media (Top 10%); University and Faculty scholarships, Dean's Honour List, Third Prize at China–US Young Maker Competition; NTU summer programme (Top 15%).

SELECTED PROJECTS

Portfolio Analytics & AI Infrastructure — Product & Data System **Jul 2026 – Present**

Independent Product Architect & Developer | Next.js · TypeScript · DeepSeek/Kimi · Vercel · Feishu

- **Built a bilingual Next.js portfolio** integrating content delivery, DeepSeek/Kimi streaming AI, behavioral analytics, and Feishu reporting.
- **Designed privacy-conscious analytics** for visitors, sessions, UTM attribution, engagement, resume downloads, and AI usage without storing raw IP or identity data.
- **Added AI response guardrails** for public-data grounding, sensitive information, uncertainty disclosure, server-side secrets, and shared quotas.
- **Automated reliability tests** for concurrency, daily resets, blocked endpoints, and 429/503 failures; defined a roadmap for factuality and bilingual evaluation.

Ad Ops Platform — AI-enabled Global Advertising Operations Platform **May – Jul 2026**

Independent Product Designer & Prototype Developer

- **Translated 5 recurring ad-operations pain points** into a platform PRD, MVP, prioritized backlog, and 6-stage roadmap.
- **Integrated DeepSeek with brand-knowledge grounding** to support 10+ languages and a human-in-the-loop workflow for generation, six-dimensional QA, ranking, and approval.
- **Built a 6-module Node.js prototype;** tested 10+ ad-copy variants in live campaigns with a 95%+ review pass rate and sub-20-second generation/QA versus 1–2 hours manually.

AFTERFRAME — Private Visual Journal WeChat Mini Program **Jul 2026**

Independent Product Designer & Developer

- **Defined and built a 7-screen, 3-tab MVP** around an archive–capture–revisit loop, covering entries, tags, moods, locations, preview, sorting, and cover management.
- **Implemented an Archive/Entry/Photo data model and offline-first storage;** planned the Supabase/Vercel path, completed privacy/compliance requirements, and reduced the package to ~140 KB.

6th Meituan Business Analysis Elite Competition — Team Lead **Mar – Apr 2026**

- **Analyzed 10M+ anonymized user, order, and coupon records** in Tableau; built a dual-funnel analysis and identified a 5.74% redemption rate and 37.3% subsidy leakage.
- **Built a user-value matrix and factor-importance model** to propose tiered coupon rules, with estimated impact clearly labeled as modeled rather than realized results.

PROFESSIONAL EXPERIENCE

Insta360, Global Performance Marketing — Overseas Paid Media Operations Intern **Mar – Jul 2026**

- **Supported the paid-media GTM workstream for a global product launch** using a 5-layer audience–scenario–value proposition–creative–channel framework across 14 markets; achieved 260M+ impressions, 70M+ video views, and 13+ ROAS in the first month.
- **Reviewed media plans against 7/16/28-day results;** identified allocation, competitor, and creative gaps and adjusted RSA, bidding, and regional budgets, improving upper-funnel ROAS by ~60% versus mid-cycle.
- **Built a Shopee–Meta Collaborative Ads workflow** linking catalog, media plan, UTM, and activation data for Southeast Asia; achieved 8+ overall ROAS and 26–36 peak ROAS.

Insta360, North America Marketing — Overseas Marketing Intern **Nov 2025 – Mar 2026**

- **Evaluated 100+ motorcycle communities and launched a 0–1 Facebook pilot** across 10+ groups, generating 54K views, +85% monthly follower growth, and 178% of the UGC participation target.
- **Mapped 50+ adventure-motorcycling enthusiasts and recruited trusted creators;** the first Harley-Davidson rider collaboration generated 200+ substantive comments and 20+ attributed conversions.

EcoFlow, North America Marketing — Overseas Influencer Marketing Intern **May – Aug 2025**

- **Analyzed 5+ competitors and produced 10+ performance and VOC reports;** translated findings into creator briefs, scripts, captions, and SEO hypotheses.
- **Identified the YouTube Shorts opportunity and A/B-tested a Shorts-to-long-form funnel,** driving +361% UTM-tracked traffic, 3.18× the view target, and an 18.18% conversion rate.

SKILLS

Product & Delivery: User Research · Product Discovery · Requirements Analysis · PRD · MVP · Workflow Mapping · Information Architecture · Prototyping · Figma
AI & Engineering: AIGC · LLM Workflows · Prompt Design · Vibe Coding · JavaScript · Node.js · Next.js · Supabase · Vercel
Data & Growth: Python · SQL · Excel · Tableau · GA4 · SPSS · Google Ads · Meta Ads · Similarweb
Languages: Mandarin (Native) · English (IELTS 7.0) · Cantonese (Working Proficiency)