

WEITING LIU

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SUMMARY

Product manager with 2 years' experience, a strong technical background (computer science master's, Penn) and a record of launching AI/ML products from 0 to 1: an ML-driven ad delivery platform at Xiaomi (Fortune 500) that grew ROI 12× while generating \$45M+ in annualized ad-attributed revenue, and an AI money coach, awarded 1st place in an AI product pitch competition.

EDUCATION

University of Pennsylvania — Master of Computer and Information Technology (MCIT)

Aug 2023 – May 2026

Columbia University — M.S. in Enterprise Risk Management

Aug 2019 – Feb 2021

Sun Yat-sen University — B.S. in Physics

Aug 2013 – Jun 2017

EXPERIENCE

WhimTell.ai — AI-powered money coach that detects emotional spending

San Jose, CA

AI Product Manager & Co-founder

Aug 2025 – Present

- Took a consumer fintech app **from concept to MVP** as an entrepreneurial venture, leading an 11-person cross-functional team (engineers, UX designers, data scientists); **placed 1st** in an AI bootcamp pitch competition.
- Conducted **20+** voice-of-customer interviews and competitive analysis to understand markets and user requirements in depth, translated insights into prioritized user stories, and defined the MVP scope, roadmap and go-to-market strategy.
- Drove product development and delivery in one-week agile cycles — defined user success metrics, prioritized the backlog with the MoSCoW method, and partnered with UX on user flows and with engineers on technical feasibility and iteration.
- **Designed the AI architecture and pipeline** for the emotional spending detector, which analyzes users' financial behavioral data via a third-party integration (Plaid) and consists of 3 layers: rule-based filters, an ML-based anomaly scorer, and LLM-as-a-judge.
- **Raised the emotional-spending detector's precision (37% to 70%)** by retraining the ML model weekly on user feedback and labels distilled from an LLM judge, upgrading it from hand-set weights to a logistic regression model and then to a GBM model.
- **Cut the hallucination rate of LLM-written weekly coaching reports (17% to 4%)** with RAG, SQL pre-computation and structured JSON outputs, measured against a gold-standard evaluation set.

Xiaomi (Fortune 500)

Beijing, China

Product Manager, User Growth & Ads (Product Intern → full-time)

Jul 2020 – Aug 2022

Advertiser (buying ads) — **owned the ad delivery platform and user-acquisition strategy for Xiaomi Games**

- **Launched an ML-driven ad delivery platform** from 0 to 1, leading a 60-person team (engineering, design, marketing), introducing RTA (real-time API) bidding to drive annual \$45M+ revenue from acquired users across ByteDance and Tencent ads.
- **Improved user-acquisition efficiency 12× (30-day ROI 10% to 120%)** by developing and executing a three-phase roadmap — from manual targeting to manually tiered bids by user value, then to an ML model that predicts each user's lifetime value (LTV).
- **Automated ad creative production** with the marketing and operations teams by replacing manual assembly with an ML-based similarity-matching algorithm, **tripling weekly output** (1,000 to 3,000) with a 40% smaller team (5 to 3) and raising CTR by 10%.

Ad Platform (selling ads) — **owned ad recommendation strategy for the in-feed ads of Xiaomi Browser**

- **Tripled ad revenue** from reading-app clients (~\$50K to \$150K/day) and **scaled clients 5× (1 to 5)** with a case-study-led go-to-market strategy — technical presentation, packaged reading-app solution, low-barrier pilot campaigns.
- **Doubled in-feed CTR (1.5% to 3%)** and conversion rate (5% to 10%) with a data-driven ad recommendation strategy — recall and ranking models, lookalike targeting, frequency capping, validated by A/B tests.
- **Doubled 7-day retention of acquired users (10% to 20%)** by redesigning the post-click user flow — deep links, pre-loading, fewer steps from install to activation, ad-landing-page match — turning the first client's ads profitable (180-day ROI 70% to 110%).

China Merchants Capital

Shenzhen, China

Investment Analyst Intern

Apr 2023 – Aug 2023

- Evaluated AI, robotics and energy-storage startups through in-depth industry and market research, business-model analysis and on-site due diligence, partnering with legal counsel and Big Four auditors on legal and financial risk assessment.
- Authored the investment proposals and final risk reports, built P/S valuation and IRR models to support investment decisions, and contributed to shareholder reporting; **5 investments closed (\$100M+)**, two of which have since gone public.

PUBLICATIONS

- W. Liu and M. Xia, [The Application of Deep Learning in Computer Vision: Facial Emotion Recognition Based on Convolutional Neural Network](#), *Journal of Physics: Conference Series* 2646(1):012020 (IOP), 2023
- W. Liu et al., [A Novel Image Segmentation Algorithm Based on Visual Saliency Detection and Integrated Feature Extraction](#), *IEEE ICCS*, 2016

SKILLS

Product: user growth · 0→1 product delivery · product strategy · user research · A/B testing · data analysis · go-to-market (GTM) · North Star metrics · business case · bidding strategy / pricing · ads (programmatic buying, ad recommendation)

Technical: Python, JavaScript, SQL · system design · full-stack development (React/Next.js, FastAPI, PostgreSQL) · API integration · ML/DL model training (scikit-learn, CNNs) · recommendation systems · AI/LLM (prompt engineering, RAG, evaluation)