

# SHUO XIE

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## Education

**University of Michigan (Dual-Degree Candidate) | GPA:3.92/4.0**

- Master of Science in Information Science (Human-computer interaction Track)
- Master of Science in Sport Management

**Ann Arbor, MI**  
09/2022 - 12/2024(Expected)

**WASEDA University(Coursework conducted exclusively in Japanese) | GPA:3.74/4.0**

- Bachelor of Science in Sport Sciences | Top 5% of International Students in Japan

**Tokyo, Japan**  
04/2018 - 03/2022

**University of California, Los Angeles | GPA: 4.0/4.0**

- Exchange Student(Business Administration Studies)

**Los Angeles, CA**  
02/2019 - 04/2019

## Experience

**Tencent Americas/Level Infinite**

**Los Angeles, CA**

*Game Product/Project management Coordinator*

07/2023 - Current

- Led player/user testing in the closed Beta and soft-launch phases for Tencent Americas/Level Infinite's untitled mobile sports game, focusing on enhancing user experience. Designed focus group testing and churned user analysis to drive consumer insights, informing product optimization, localization, and creative production throughout the game's North American pipeline.
- Actively managed deliverables and exercised creative supervision in collaboration with the North America brand team. Conducted over 10 focus group interviews on Discord and in-person over 60 users, identifying engagement and monetization system pain points and delivering results-driven solutions. Synthesized data into comprehensive UX Research reports, influencing strategic decisions across Marketing and Development departments.
- Coordinated in-game asset management with NBA and NBPA, and led weekly review meetings to maintain alignment and coherence across Marketing, Partnership, and Development teams during all operational stages. Assisted in formulating the list of target players for sponsorships within budget limits, participating in partnership discussions with sports agencies like CAA for player endorsements. Involved in negotiating endorsement deals with agents of various NBA stars.
- As the headquarters of this game, engaged daily with teams across various regions around the world for the game operation. Collaborated with Marketing and Community teams for Closed Beta and Soft Launch, significantly boosting game engagement and exceeding 10,000 Discord members. Developed and executed in-game monetization strategies for the official launch.
- Contributed to the design of the game's official website using Figma for wireframe, and front-end technologies like HTML, CSS and JavaScript, ensuring the site's continuous improvement and user engagement post-launch based on targeted user feedback.
- Collaborated weekly with the development team's UI/UX group, conducting extensive game testing sessions and compiling detailed UX reports for the development team.

**SECA Marketing Group**

**Beijing, China**

*Business Development Intern*

01/2021 - 05/2021

- Assisted in sports marketing and partnership activation for Caterpillar within the **Chinese Basketball Association(CBA)** and **Spartan Race**, contributing to partnership development through strategic communication.
- Designed promotional materials using Photoshop, Adobe Illustrator, and Capcut, driving a significant rise in social media engagement and collaboration results.
- Analyzed marketing data with Excel and Tableau, delivering key insights and weekly reports, contributing to a 125x(from 63,040 to 7,876,945) increase in social media impressions, significantly elevating brand visibility.

## Project

**Michigan Sports Analytics Society**

09/2022 - Current

- Conducted an independent research project using R to analyze China's Olympic history, focusing on the correlation between athletes' physical attributes, gender, event timings, and medal achievements.

**University of Michigan, Ann Arbor**

09/2023 - Current

- Designed an online platform aimed at resolving mental and physical health issues for young adults, using Figma for wireframe creation. Personally conducted user testing with over five participants.

## Skills

**Languages:** Trilingual (**English, Japanese, Chinese**)

**Microsoft Office:** Excel (Advanced) | PowerPoint | Word

**Programming:** R | Python | SQL | HTML | JavaScript | CSS

**Software:** Figma | Axure | Adobe Illustrator | Adobe Photoshop | Lightroom | Premiere Pro | Tableau

**Additional:** Capable of efficiently solving problems in short timeframes, adept at working under high-pressure, multitasking, coordinating across departments, and handling cross-time zone collaboration in multilingual environments.