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Highlights

- User-needs insight (HCI methods):** fluent in semi-structured interviews, Contextual Inquiry, affinity diagramming, and Think-Aloud usability testing, practiced repeatedly across multiple projects; skilled at digging out real pain points in ambiguous 0→1 scenarios, defining the real problem, and abstracting it into business terms.
- A repeatable product methodology:** needs insight → business abstraction → MVP trade-offs → rapid prototyping → usability validation → data-driven iteration — a loop validated repeatedly across course projects and real commercial delivery.
- End-to-end 0→1 delivery:** solo through research → process mapping → product design → full-stack build → deployment — the full product lifecycle.
- Full-stack + hands-on AI:** proficient in React / Node.js / Python, translating business needs directly into technical solutions and working prototypes; deep use of frontier models (Claude / GPT / Gemini / DeepSeek / MiniMax), with model selection & cost-effectiveness trade-offs, prompt engineering, multi-agent workflow orchestration, and LLM API integration.
- My take on the AI PM role:** I understand each model's capability boundaries and cost structure and can judge AI fit for business scenarios. My view: AI makes "building it" cheap, so PM value concentrates at both ends — defining the real problem (user insight) and judging whether it's good (evaluation); prototypes are taking over the PRD's spec role, and my own deliveries follow this workflow.

Education

University of Queensland MSc, Interaction Design · School of Computer Science 2023.02 – 2025.11

- QS Top 50 · Group of Eight; core courses: Web full-stack (React / Django), Physical Computing, Human-Computer Interaction (HCI).
- Practiced user research and product methodology across 6 formal course projects: personas, journey mapping, surveys (30+ samples per project), heuristic evaluation, wireframes & hi-fi prototypes, PRDs & user stories; both Team-Lead capstones delivered at Distinction / High Distinction.

Binhai College of Nankai University BA, Marketing 2018.09 – 2022.07

- Core: market research, consumer psychology, organizational behavior; merit scholarship and honors-student recognition.

Experience

Indie AI Builder Independent 2025.12 – Present

- Built and continuously iterate a customized multi-agent system on top of Claude Code: multiple agents with custom permissions and independent memory, wired into the Feishu (Lark) ecosystem via cc-connect, each owning a scenario (health, job search, content creation) — exploring agents taking over daily workflows.
- Continuously benchmark frontier models (Claude / GPT / Gemini / DeepSeek / MiniMax / GLM) into a model-selection and cost-effectiveness methodology; daily heavy use of Claude Code and Codex, with hands-on LLM API integration.
- Abstracted a traditional sales firm's core business SOP into reusable AI workflows / Skills, exploring agent-based replacement of repetitive manual data work.
- Shipped multiple 0→1 deliveries solo: portfolio liuyikai.com, corporate landing pages, a chemical-sales visualization system, and a chemical-sales data-assistant agent.

XPENG Motors | North China Zone 2 | Regional Marketing Lead (Intern) 2021.06 – 2022.12 · Tianjin

- Scope:** signed as an intern while carrying the full duties of regional marketing lead — market expansion and operations across Tianjin / Shandong / Hebei / Liaoning.
 - Expansion & partnerships:** led regional outreach and cross-industry resource integration; coordinated auto-show liaison and external support.
 - Activation & conversion:** planned and ran customer-retention and sales-conversion campaigns that directly supported sales.
 - Standardization & new media:** owned brand-display standardization across regional stores; managed store Douyin accounts and content quality.
- Achievements:**
 - Brand IP:** co-led planning and end-to-end execution of core brand IPs ("Pengyou Club", "Sunset Café", "Weekend Arts"), lifting regional brand voice and engagement.
 - New-media growth:** ran the Tianjin Douyin matrix with solo scripting / shooting / editing; led the "Tianjin Airport XPENG Store" account to **+13K precision followers in 2 months**.
 - Auto shows:** lead liaison for Tianjin Auto Show (A-tier) and Shenyang Auto Show (B-tier), ensuring high-standard delivery.
 - High cadence:** monthly ~4 sales-conversion + 4 customer-retention + 1 cross-industry campaign, supporting regional sales targets.

Projects

Memory Future Simulator LLM multiplayer narrative product · UQ DECO3801/7381 · ~12 wks · 6-person team Team Leader + PM + Front-end

- **Background:** a speculative-design brief — use interaction to involve the public in memory-ethics discussion; traditional one-way formats lacked any way to "experience the consequences of a choice."
- **Work:**
 - **Product 0→1 definition:** pivoted from a "static educational tool" to a multiplayer collaborative narrative simulator — LLM-driven narrative as the core interaction paradigm, with a "scan to join one shared world → collective decisions → real-time social impact" task chain.
 - **Project management:** ran 3 Sprints in Jira with user stories, weekly stand-ups + daily async Slack; core liaison between team and supervisor.
 - **Needs validation:** 2 rounds of Think-Aloud usability testing (5 users), feedback data driving 3 Sprint iterations.
 - **Front-end:** React + Vite + TailwindCSS; owned core pages and integration debugging.
- **Result:** Distinction (6/7); team rated "Exceeds Expectations"; exhibited all-day at the campus showcase.

Smart Library Thermal-Perception System IoT hardware-software product · UQ DECO7285 · ~12 wks · 6-person team Team Leader + PM + Front-end

- **Background:** the open study space had a "thermal micro-climate" problem — large temperature gaps across one floor, students constantly switching seats.
- **Work:**
 - **Needs insight & business abstraction:** led semi-structured interviews with 12 users plus Contextual Inquiry field observation; clustered qualitative data with affinity diagramming and, in an ambiguous scenario, redefined the problem from "temperature control" to "temperature information being invisible" — from user pain point to product thesis.
 - **Key product decision:** under the hard constraint that library temperature couldn't be changed, reframed the button from a "control tool" into a "feeling-record" device — reshaping the product's value.
 - **Needs validation:** Think-Aloud + Day Reconstruction mixed methods; quantitatively identified 8 core experience issues and fixed all of them, data-driven interaction iteration.
 - **Build & cross-domain coordination:** React for large-screen + mobile UIs; coordinated hardware (ESP32 sensors), backend cloud services, and front-end across three technical domains.
- **Result:** High Distinction (7/7, full marks), from proof-of-concept to a deployable product; exhibited all-day at the UQ campus showcase.

AI Practice & Insight · Multi-Agent System & Model Selection Personal, ongoing 2026.02 – Present

- **Core methodology:** proposed "Agent = scenario-bound router" — today's agents aren't omniscient assistants; give one a scenario knowledge base + SOP constraints to suppress hallucination and solve specific problems reliably. Accordingly, Claude Code is the workhorse and OpenClaw the mobile entry.
- **Three-tier multi-agent architecture:** OpenClaw (mobile entry — logging & commands) → shared local knowledge base (unified memory) → Claude Code (daily Inbox scan, complex tasks); one shared base, coordinated via workflow orchestration.
- **Model-selection methodology:** continuously benchmark Claude / GPT / Gemini / DeepSeek / MiniMax / GLM across context, multimodality, task cost, and generation to build a cost-effectiveness framework for "which model for which scene."

Chemical Sales Regional Data Platform 0→1 full-stack delivery · chemical-trading firm · ~7 days · Solo PM + Full-stack

- **Background:** invited to build a sales-management tool for a chemical-trading firm (soda ash / urea / baking soda; 5 zones, 31 provinces). Sales data lived in manual Excel; management had no unified view and no visual decision support.
- **Work:**
 - **User research:** in-depth talks with the sales team to map org structure, data flows, and special rules (e.g., Inner Mongolia split by city across zones).
 - **Requirement trade-off (MVP):** decided against a heavy ERP in favor of a simple, intuitive MVP, keeping Excel import to lower the adoption barrier.
 - **Product design:** national sales heat-map dashboard → customer-management backend → Excel batch import with validation.
 - **AI-assisted build:** defined requirements and rules, owned architecture and QA, implemented with AI — validating a PM + AI delivery workflow.
- **Result:** research → design → full-stack build → production in 7 days; piloted by the internal sales team; management gained its first unified national sales view.

Skills

AI / LLM	LLM applications (Claude / GPT / Gemini / DeepSeek / MiniMax / GLM) · Prompt engineering · Agent / multi-agent workflow orchestration · Model selection & cost-effectiveness · LLM API integration · Local knowledge-base construction
Product Methodology	Needs insight & business abstraction · 0→1 product lifecycle · PRD / user stories · MVP · Competitive analysis · Prioritization · Agile / Scrum / Sprint
User Research	Semi-structured interviews · Contextual Inquiry · Affinity diagramming · Think-Aloud usability testing · Day Reconstruction · Personas · Journey mapping · Surveys · Heuristic evaluation
Tech Stack	React · Vite · TailwindCSS · Node.js · Python (Django) · PostgreSQL
AI Tools	Claude Code · Codex · Cursor · Antigravity · OpenClaw · n8n
Design & Collab	Figma (wireframes / hi-fi prototypes) · Notion · Jira · Lark (Base dashboards) · Slack · Miro · Microsoft 365