Muxin Li

muxinli.github.io | linkedin.com/in/muxinli | m.muxin.li@gmail.com

Skills

Web and Software Development:

- JavaScript | JSON | jQuery
- HTML | CSS | SASS
- See demo reel

Strategy and Analytics:

- Pragmatic Marketing PMC Level III: Certified in market-driven product strategies, roadmaps, user stories, and personas.
- Google Analytics

Wireframes and Prototyping: See portfolio at muxinli.github.io

Product Management | 2016 – Present

Hewlett Packard Enterprise | 2016 – present

Analyze market needs for support services on Cloudline open standard servers.

Manage product lifecycle management and strategy for Easy Connect product family.

Prioritize features backlog, identify new opportunities, and maintain roadmap.

Coordinate launch process with engineering and management.

Prototype new product landing pages and develop a consistent user experience in collaboration with web development teams.

HPE Rock Star employee recognition for contributions to HPE Servers business.

UX, Analytics, Marketing | 2009 – 2015

Poetic Systems | 2015

Ran A/B tests on Google Ads, used results to lower campaign cost by 63%, and increase total click count and impressions by 31.8% and 213.8%.

Developed data tracking on websites using Google Tag Manager, Google Analytics, and Drupal CMS.

Quantified business value of services to attract new clients.

BMC Software | 2014 – 2015

Defined and ran social media strategy. Yielded over 10,000 impressions and increased content views by 123%.

Sushi Yan | 2011 – 2013

Designed and proposed new website layout for better user experience.

Organized and ran marketing events.

All-China Women's Federation | 2009 – 2011

Guided redesign of online magazine for better user experience; received positively by users.

Wrote press releases, created and edited articles for the Women of China magazine.

Locatal | 2009 – 2011

Drafted business proposal for Mercedes Benz, and consulted on company's marketing strategy for Western markets.

Created and edited translations for China Central Television, Giant Entertainment China, and China Ministry of Environmental Protection.

Education

Master of Business Administration | Rice University, Jones Graduate School Of Business | 2013 – 2015

Bachelor of Anthropology | University Of Virginia | 2005 – 2009