

# Kristy (Luyan) Zhang

+1 (437)989-8061 | kristy Zhang0611@gmail.com | [LinkedIn](#) | [Portfolio Website](#)

AI Product Leader with 5+ years of experience, founded 2 AI startups (\$1M+ revenue/government funding). Built and launched 3 AI products (AI Agent, Recommendation Platform, Memory B2B Service) from 0 to 1, serving 80+ enterprises with 600+ media coverage.

## WORK EXPERIENCE

**Wondershare Tech. (SZSE: 300624) AI Product Manager** 2025. 2 - 2025. 7 | Vancouver, CA

- Sole AI Product Manager for Filmora, leading the AI Agent system and 30+ AI capabilities focused on LLMs and generative audio.
- Transformed legacy Q&A system into industry-first AI Agent architecture for video editing. Led full system design from task orchestration to agent behavior.
  - Partnered with the Microsoft Windows team; AI Mate was featured as the only third-party agent product in the Microsoft BUILD 2025 keynote, reaching 12.1M + viewers and covered by 660+ global media.
  - Drove AI Mate to Filmora's #3 most-used features (20%+ MoM retention). Secured Intel, Qualcomm, AMD partnerships.
- Led Wondershare's only self-developed AI team on AIGC audio, building end-to-end pipeline for emotion recognition, AI music, and multilingual TTS.
  - AI Music (Transformer): Became Filmora's #1 most-used feature with 92% user satisfaction and 150% MAU growth, powered by BERT emotion classifier trained on 1.2M + samples (90%+ accuracy).
  - Multilingual TTS (VITS): Built emotion-aware TTS for low-resource languages, achieving 95%+ user satisfaction.

**XTech AI Lab Co-Founder & Research Team Leader** 2024 - Present | Vancouver, CA

- Founded AI research lab developing emotion-driven long-term memory technology, using voice emotion recognition to capture emotional peaks and simulate human memory formation, upgrading from keyword frequency to emotion-based memory weights.
- Led funding initiatives to secure CAD \$450K government research funding (Federal \$150K approved, Provincial \$300K pending).
- Partnering with 2 healthcare institutions (Fraser Health Authority, BC Cancer Agency) for patient engagement applications.

**XT Media Co-Founder & CEO** 2020 - 2022 | Beijing, CN

- Launched one of Beijing's first RedNote officially-endorsed influencer marketing agencies, building AI recommendation algorithms from 0 to 1 to achieve 90%+ brand-creator matching success rate.
- Scaled operations to stable partnerships with 3,000+ Beijing micro/mid-tier influencers and 80+ international brands, generating \$170K first-year net profit with 18% MoM growth.
- Delivered significant value to brand clients: 40% conversion rate improvement, 30% social media marketing cost reduction, and 25% ROI increase through optimized influencer collaborations.
- Pioneered creator lifecycle management system, helping new creators achieve first brand deal within 30 days (vs. industry average 90 days), with 70%+ partnered creators achieving stable monthly advertising income.

**Toronto Gallery 1265 Curator (Curatorial & Fundraising)** 2022 - 2023 | Toronto, CA

- Led 5 exhibitions and week-long art festival achieving 70% attendance increase, 25% satisfaction rise, and 500+ participants, while securing \$30K through 10+ partnerships.

**Lamborghini Product Marketing Analyst** Q4 2022 | Toronto, CA

- Executed Lamborghini Urus Toronto GTM achieving 30% search visibility increase (top 3 rankings for high-intent keywords) and 25% engagement boost through Instagram/TikTok campaigns with 60K+ impressions.

**ByteDance - Ocean Engine Strategy Analyst** Q2 2020 | Beijing, CN

- Designed and launched official TikTok video ad campaigns for Ocean Engine Beijing region, handling the entire production process from scripting through filming and editing.
- Featured in TikTok video ads while analyzing performance data, improving campaign effectiveness by 25% through creative insights.

## EDUCATION

**Northeastern University | Master of Science in Computer Science - AI/LLM & Machine Learning**

**University of Toronto | Bachelor of Arts Honours, Double Major - HCI, AR/VR & UI/UX**

## SKILLS

- **Leadership & Business:** Team management (20+), fundraising (\$1M+), executive partnerships (80+), strategic vision
- **Product Management:** AI strategy, 0-to-1 product launches, A/B testing, data-driven decision making, stakeholder management, roadmap planning, user research, agile/scrum, PRD writing, GTM strategy
- **AI/LLM Expertise:** Multimodal LTM systems (BERT), model optimization (LoRA fine-tuning), audio generation models (VITS, Transformers), YOLO, genetic algorithms (EvoPrompt), recommendation systems, RAG/agent architectures
- **Technical Skills:** Python, Java, C++, C#, JavaScript, SQL, React, Next.js, Unity, system architecture, API development, CI/CD, cloud deployment (AWS/GCP)