

Desheng Lu

AI Product Manager | LLM | NLP | MLOps | B2B/B2C AI Solutions | Ads | A/B Testing | VOC | MVP | GTM
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SUMMARY

Data-driven AI Product Manager with cross-industry expertise in Large Language Models (LLM), Generative AI Models, Natural Language Processing (NLP), MLOps, and AI-driven B2C/B2B solutions

Led development of an AI-powered advertisement platform achieving a 90% Footfall Conversion Rate, scaling to 15,000 users in 3 months, and securing \$3M seed funding with a \$30M valuation

Seeking to leverage AI product development expertise and go-to-market strategy to create groundbreaking products that redefine industry standards in a forward-thinking tech company

PROFESSIONAL EXPERIENCES

Trumen.World App, Head of AI Product, Toronto, Canada 2023 – Present

- Achieved **90%** footfall conversion rate through **machine-learning** techniques and fine-tuning **Large Language Models (LLMs)** to create **AI-driven hyper-consumer-centric Ad** recommendations, outperforming traditional digital advertising methods by **300%**
- Led a **cross-functional Agile** to **launch the minimum viable product (MVP)** within **3 months**, implementing **MLOps** practices and **rapid AI model iteration** for ad targeting and **user segmentation**, reducing **time-to-market** by **25%**
- Developed **GTM strategy** and implemented **AI-driven** marketing campaigns, growing community to **45K+** users while establishing partnerships with **30+** Local Chain Stores for enhanced **ad placement algorithms**
- Directed development of AI features, including **recommendation systems** for **contextual advertising** and **AI chatbots** using **natural language processing (NLP)** and **Generative AI**
- Implemented **Retrieval-Augmented Generation (RAG)** and **fine-tuned LLMs** to improve **ad copy generation** and **user engagement**

Loblaw Companies Limited, Product Manager, Canada 2022 – 2023

- Led development of a unified **B2B platform** serving **3000+** vendors, Implementing **AI-powered data visualization dashboard** and integrating **OpenAI's GPT-3** for automated **query resolution**, reducing reporting time by **80%** and support tickets by **50%**
- Architected comprehensive **AI roadmap** for supply chain optimization, validating **25%** performance improvement and **\$20M** annual savings through AI integration
- Conducted comprehensive **VOC** reports using **NLP** techniques to analyze feedback, solving **5** additional **pain points**, reducing ticket volumes by 50% and increasing vendor satisfaction by 40%.

Landun Group, Product Manager, Canada 2020 – 2022

- Spearheaded the development of an **ML/DL-powered** smart security system with facial recognition environmental checks, achieving a **40%** market share increase through strategic **GTM** planning
- Led a **7-member cross-functional** team using **agile methodologies** to craft **product roadmaps**, improving production efficiency **by 25%** while reducing **Product features'** false positives by 60%
- Implemented **data-driven** decision-making processes, leveraging **A/B testing** and **user behaviour** analysis, which improved **user adoption** rates **by 35%** and premium subscription rates by 40%

EDUCATION

Fanshawe College, Graduate Certificate in Logistic-Supply Chain Management

Michigan State University, Eli Broad College of Business, B.A. in Supply Chain Management

SKILLS

Product Management: Product Strategy, GTM, MVP Development, Stakeholder Management, Agile/Scrum, OKRs, A/B Testing, Product Lifecycle Management, Journey Mapping, User Acquisition Strategy, Feature Prioritization

AI: LLM Integration, MLOps, NLP Applications, Computer Vision Solutions, Recommendation Systems

Data & Analytics: Cluster Analysis, Cohort Analysis, User Behavior Analytics, KPI Tracking, Data Visualization, Financial Analysis, Risk Assessment, Market Research

Tools: MySQL, Co-lab, Python, Git, Azure DevOps, Jira, Confluence, Monday.com, Power BI, Figma, Slack, MS Office