# 汲嘉建 Jiajian (Felix) Ji

**海外产品经理 | 消费电子与游戏外设**

Overseas Product Manager | Consumer Electronics & Gaming Peripherals

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## 个人概述 PROFILE

游戏外设海外产品经理，工作覆盖市场进入、销售、产品规划、合规与产品数据。善于发现竞品忽视的市场空白和细分需求，统筹双品牌产品路线图，支持经销客户从谈判到交付。俄亥俄州立大学工程与心理学双学位；英语专业工作水平（TOEFL 116）。

Overseas product manager for gaming peripherals, working across go-to-market, sales, product planning, compliance and product data. Finds the market gaps and niche demand that competitors overlook, plans roadmaps across two brands, and supports distributor customers from negotiation to delivery. Engineering and psychology graduate of The Ohio State University; professional working proficiency in English (TOEFL 116).

## 工作经历 EXPERIENCE

**青岛雷神科技股份有限公司 • 海外产品经理** **2026.08 – 至今**

Qingdao Thunderobot Technology Co., Ltd. · Overseas Product Manager

- **市场进入：**在德国市场发现，中国品牌靠低价和直营在线上取胜，这是雷神打不赢的价格战；而 MediaMarkt 的货架仍由国际一线主导，只接纳在欧洲有多年口碑的中国品牌。据此把雷神定位为高端新进入者，用能填补货架空白的产品切入：货架上价格最低的 8K 鼠标，以及 Switch 货架上唯一的 8K、TMR 摇杆手柄。已与 MediaMarkt 建立首次接触。

  **Go-to-market:** In Germany, found that Chinese brands win online through low prices and direct sales, a price war Thunderobot cannot win, while MediaMarkt's shelves, led by international brands, admit only Chinese brands with years of European reputation. Positioned Thunderobot as a premium entrant with products that fill shelf gaps: the lowest-priced 8K mouse and the only 8K, TMR-stick Switch controllers. Opened first contact with MediaMarkt.

  搭建并上线雷神全新海外产品官网（已上线、持续扩展，将替换现有官网），配合驱动的 GitHub 发布，提升在 AI 搜索和发烧友群体中的曝光，契合欧美用户了解产品的习惯。

  Built and launched Thunderobot's new overseas product website, live and still expanding, which will replace the current site and works with a GitHub release of the driver to build visibility in AI search and among enthusiasts, matching how European and North American buyers research products.

- **巴西销售：**把被忽视的产品匹配到未被满足的需求。围绕当地文化和日常使用场景，重新定位积压库存的 TH66 ANC 游戏耳机；把客户对当地审美风格的反馈转化为 K600、K600T 新 Carbon 系列键盘，帮助产品摆脱白牌价格战；客户已承诺采购两者。测算进口商毛利与关税，持续跟进客户直至完成采购，并推动 15,000 台键盘订单完成生产。

  **Brazil sales:** Matched overlooked products to unmet demand. Repositioned the overstocked TH66 ANC gaming earbuds around local culture and everyday use, and turned customer feedback on local style into the new Carbon line of K600 and K600T keyboards, moving them out of a price war with white-label brands; customers committed to both. Modeled importer margins and duties, kept customers through purchase completion, and carried a 15,000-unit keyboard order through production.

- **产品规划：**主导两款面向职业选手的新品，均在研发中：能从枪声中分离出脚步声的有线电竞耳机（从市场研究、专利规避到产品需求文档），以及针对鼠标灵敏度曲线不可靠问题的鼠标垫系列。维护雷神、机械师 2026–2027 海外产品路线图。

  **Product planning:** Lead two new products for professional players, both in development: a wired esports headset that pulls footsteps out of gunfire, taken from research and patent design-around to the product requirements document, and a mouse pad line that addresses unreliable mouse sensitivity curves. Maintain the 2026–2027 overseas roadmaps for both brands.

- **数据与合规：**搭建部门共享产品数据库（自托管 Teable，551 个型号），制定覆盖欧盟、巴西、东南亚和韩国的认证框架。统筹本地化工作和海外订单月度 KPI 统计，并实现变更自动报告。

  **Data and compliance:** Built the department's shared product database, 551 models in a self-hosted Teable, and a certification framework for the EU, Brazil, Southeast Asia and Korea. Coordinate localization and the monthly overseas-order KPI tracker, with automated change reports.

**原力时代 • 联合创始人** **2018 – 2019**
Yuanli Shidai · Co-founder

- 负责线下演出项目的整体对接：对接表演者、场地方和赞助商，策划并执行“出人头地”线下演出系列，在青岛 Downtown Livehouse 等场地举办演出，并举办 200 人以上规模的音乐节。
  Ran offline live events end to end, booking performers and venues and securing sponsors: created the 出人头地 (Chutourendi) live show series, staged shows at venues including Downtown Livehouse, and ran music festivals in Qingdao with more than 200 attendees.
- 负责活动宣发与现场统筹，合作艺人包括法老、AY杨佬叁、张雪飞等。
  Led promotion and on-site coordination, working with artists including Pharaoh, Amber Yeo and Zhang Xuefei.
- 发掘和扶持新人艺人：为新人争取演出机会和曝光，帮助对接演出、宣传和赞助资源，帮助他们积累知名度。
  Scouted and developed new artists, securing stage time and exposure for them and connecting them with performance, promotion and sponsorship resources to build their following.

**猫眼科技 • 新媒体运营实习** **2017 – 2018**
Maoyan Technology · New Media Operations Intern

- 发掘值得关注的消费电子产品，撰写调研文章并剪辑产品视频，服务微信社群；其中 crazybaby Mars 磁悬浮音箱和 iPad Pro 的内容获得大量关注和浏览。在职期间账号粉丝从零增长到 30 万，目前仅微信平台粉丝已超过 100 万。
  Identified noteworthy consumer electronics products, researched and wrote articles about them, and edited product videos for the WeChat community; pieces on the Mars levitating speaker by crazybaby and the iPad Pro drew especially wide attention and views. The account grew from zero to 300,000 followers during this period and now has more than 1 million followers on WeChat alone.

## 附加项目 ADDITIONAL PROJECT

**基于 LSTM 的网络论坛情绪与股票波动研究** **2018 – 2019**
Online Forum Sentiment Model for Stock Volatility

- 用 LSTM 对网络论坛情绪建模，检验其与股票波动的关系；澳大利亚创新专利 AU2018100320A4 共同发明人（6 人团队），2018 年 4 月授权。
  Modeled online-forum sentiment with an LSTM and tested its relationship with stock volatility. Co-inventor, in a six-person team, on Australian innovation patent AU2018100320A4, granted in April 2018.

## 教育背景 EDUCATION

**俄亥俄州立大学** **2019 – 2025**
The Ohio State University

- 理学学士，电气与计算机工程，2025 Bachelor of Science, Electrical and Computer Engineering
- 理学学士，实验心理学，2023 Bachelor of Science, Experimental Psychology
- GPA 3.6 / 4.0
- 在校项目：基于 Raspberry Pi 5 和 YOLO、结合声学与视觉输入的蚊虫探测器；带 GPS 的智能钱包；29 名受试者的心理旋转实验。
  Selected projects: Raspberry Pi 5 and YOLO mosquito detector using acoustic and visual inputs; GPS-enabled smart wallet; mental rotation study with 29 participants.

## 专业技能 SKILLS

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| **产品与商务**<br>**Product and commercial** | 海外市场进入研究、竞品分析、定价与到岸成本模型、渠道毛利、产品路线图、产品需求文档、客户与经销商支持<br>Market-entry research, competitive analysis, pricing and landed-cost models, channel margins, product roadmaps, product requirements documents, customer and distributor support |
| **合规与运营**<br>**Compliance and operations** | CE、RoHS、REACH、UN38.3、认证文件、物料清单（BOM）、订单跟踪、代工厂协调<br>CE, RoHS, REACH, UN38.3, certification documentation, bills of materials, order tracking, contract-manufacturer coordination |
| **工具**<br>**Tools** | Excel、Teable、Airtable、飞书多维表格、MySQL、Python、SolidWorks、MATLAB |
| **语言**<br>**Languages** | 中文（母语）；英语（专业工作水平，TOEFL 116）<br>Mandarin Chinese (native); English (professional working proficiency; TOEFL 116) |