Jiajian (Felix) Ji

Overseas Product Manager | Consumer Electronics & Gaming Peripherals Guangzhou, China · felixji19@gmail.com

PROFILE

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).

EXPERIENCE

Qingdao Thunderobot Technology Co., Ltd. · Overseas Product Manager August 2026 – present

- **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.

  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.
- **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.
- **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.
- **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.

Yuanli Shidai · Co-founder 2018 – 2019

- 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.
- Led promotion and on-site coordination, working with artists including Pharaoh (法老), Amber Yeo (AY杨佬叁) and Zhang Xuefei (张雪飞).
- 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.

Maoyan Technology · New Media Operations Intern 2017 – 2018

- 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.

ADDITIONAL PROJECT

Online Forum Sentiment Model for Stock Volatility 2018 – 2019

- 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.

EDUCATION

The Ohio State University 2019 – 2025

- Bachelor of Science, Electrical and Computer Engineering, 2025
- Bachelor of Science, Experimental Psychology, 2023
- GPA: 3.6 / 4.0
- Selected projects: Raspberry Pi 5 and YOLO mosquito detector using acoustic and visual inputs; GPS-enabled smart wallet; mental rotation study with 29 participants.

SKILLS

Product and commercial	Market-entry research, competitive analysis, pricing and landed-cost models, channel margins, product roadmaps, product requirements documents, customer and distributor support
Compliance and operations	CE, RoHS, REACH, UN38.3, certification documentation, bills of materials, order tracking, contract-manufacturer coordination
Tools	Excel, Teable, Airtable, Feishu Base, MySQL, Python, SolidWorks, MATLAB
Languages	Mandarin Chinese (native); English (professional working proficiency; TOEFL 116)