

Joe Hou

Senior Product Manager

About

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Excellent user experience and business understanding capabilities

User Experience

Business Understanding

Logical Thinking

Excellent information gathering abilities

Information Gathering

Self-learning

Commonly used tools

Whimsical Cursor

Obsidian GitHub

Languages

Chinese (Native)
English (IELTS 6.0)

Summary

Long-term focus on efficiency and collaborative work environments, primarily in product areas including: editors, collaborative documents, note-taking tools, databases, whiteboards, and AI.

Experience

Product Architect of AFFiNE

09/2022 - 02/2025

Building AFFiNE product from 0 to 1

- Completed the design and construction of AFFiNE document editor
- Completed the design and construction of AFFiNE whiteboard editor
- Completed the design of AFFiNE permissions and Workspace system

Senior Product Manager at Kuaishou

05/2021 - 09/2022

Optimization and upgrade of the Team project management tool

- Completed the first major redesign and reconstruction of the Timeline (Gantt chart) project management tool
- Designed and implemented cross-system project collaboration requirements based on Team for internal and external Kuaishou departments
- Led the overall upgrade of the Team tool editor
- Responsible for driving Team product experience optimization initiatives

Senior Product Manager at Kuaishou

04/2020 - 05/2021

Reconstruction and optimization of Kuaishou's online document editor

- Refined and polished Docs online document editor features
- Completed a major overhaul of the internal document permission system to adapt to Kuaishou's complex and flexible permission requirements
- Designed and implemented a knowledge base product integrated with online documents from scratch, from product design to implementation and cross-departmental promotion

Senior Product Manager at Yinxian Biji

01/2019 - 04/2020

Planning and implementation of editor and tool-related requirements

- Led the future planning, design, and implementation of the note editor core functionality, completing the initial implementation and subsequent planning of Yinxian Biji's new modular editor
- Managed the design, development, and implementation of multiple projects including Yinxian Biji OCR, Assistant, Desktop Sticky Notes, and Personal Digest
- Responsible for the relaunch of the Scan App and Yinxian Biji Web Clipper plugin in China

Product Manager at Yinxian Biji

05/2018 - 12/2018

Assisting with Yinxian Biji product initialization

- Responsible for the feature design and launch of Markdown notes (Windows and Mac)
- Designed and implemented iOS Widget clipping functionality, which received App Store featured recommendation
- Responsible for restructuring and ensuring compliance of Yinxian Biji account registration system

User Support Specialist/User Support Department Manager

07/2013 - 12/2017

User support team management and community operations

- Managed the user support department, handling daily work arrangements and goal tracking
- Maintained Evernote product quality in the China region, continuously tracked

- Maintained Evernote product quality in the China region, continuously tracked and analyzed domestic competitors
- Analyzed daily ticket data and user feedback to drive adjustments in user support operations
- Responsible for maintaining Evernote's online and offline community operations in China

Education

Hubei University

Bachelor Business Administration

09/2009 - 07/2013