

Hujia

Product Manager · AI-Native · Payments & Fintech

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Portfolio & case studies: hujia.vercel.app

Hong Kong IANG visa — no employer sponsorship required

EDUCATION

Hong Kong Baptist University

MSc in AI and Digital Media · GPA 3.4 / 4.0

Hong Kong

2025.09 – 2026.05

Coursework: Big Data Management & Analytics · Programming for Data Science · Big Data and Social Media Marketing · HCI & UX · AI and Digital Media Workshop

Foshan University

BA in Product Design · avg. 86.36 / 100

Foshan

2021.09 – 2025.06

Coursework: Interaction Design · Design Psychology · Design Research · System Design I & II · Open-Source Hardware & Rapid Prototyping · VR Technology & Design

EXPERIENCE

KIRAPAY & BILIBALA · two product lines of one group — Web3 payments and an AI platform for creators

Hong Kong

Product Manager (2026.05 – Present) · Product Design Intern (2026.01 – 2026.04)

2026.01 – Present

- **Sippa (0→1, launched 2026.08):** Led the creator-tipping product from zero to launch with a team of three, covering the PM, designer and full-stack roles myself; cut the MVP to “make money move first”, putting real money through the system weeks ahead of plan, and drove the cross-team payment integration without formal authority.
- **Self Checkout (posqr.kira-pay.com):** Shipped solo a static-QR checkout that took merchant deployment from a hardware install to a same-day sticker with zero staff training; onboarded the merchants in person — in daily use in physical Hong Kong shops since 2026.04.
- **AI platform (BILIBALA):** Own the model supply strategy: which third-party AI models the platform can resell, under what content and watermark constraints, and at what cost — the basis for its launch lineup and vendor negotiations, gated by a source-validation script I wrote.
- **Production agents:** Three agents on Sippa, running since launch: one works the bug tracker nightly — fix, PR, adversarial review, CI, merge only when green; one prepares five review-ready social posts a day; one drafts KOL outreach — each stopping for a human before anything goes out.
- **Business development:** Supported BD across 10 prospective Web3 on/off-ramp partners, helping convert 4 into signed partnerships that extended fiat coverage to 100+ currencies; built the n8n and AI pipelines the BD team runs on.
- **Product UI & specs:** Led UI/UX for the POS Terminal, the internal dashboard and v2 of the checkout flow; wrote the specs for Invoices, Home 2.0 and Notification Center and built them myself.
- **Brand & illustration:** Built the brand's social artwork and two generations of a mascot sticker set, using AI tooling to drive the illustration pipeline.

Grand Vigor Enterprises Ltd.

Hong Kong

Product Designer · Part-time

2025.08 – 2026.01

- **Automation:** Spotted and removed the company's recurring manual work — quotation generation and reporting, both automated by me and still running today.
- **Brand & visual pipeline:** Delivered a full brand refresh — logo and a physical feature wall, both built and in use — and rebuilt the product-visual pipeline around AI tooling: 3D modeling, rendering and product imagery.

Shenzhen H-sound Technology

Shenzhen

Graphic & Product Designer

2025.04 – 2025.08

- **Amazon conversion:** Rebuilt main images and A+ content for the Amazon US/JP listings I owned; within one month of relaunch, conversion on those products rose 4.9% → 7.6% (+55%), and storefront conversion 13.1% → 19.1% (+46%).
- **Product design:** Led design for new headphone and audio product lines, and produced the core promotional videos.
- **R&D & iteration:** Ran R&D, testing and iterative updates across new and existing audio products.

SELECTED PROJECTS

Personal multi-agent system

2026 – Present

Self-built infrastructure for planning, reviewing and executing projects autonomously

- **Scope:** An end-to-end agent pipeline that turns project state into prioritised daily actions, subjects every plan to adversarial review, and executes approved work unattended.
- **Impact:** A round-the-clock operating layer for my own projects and for Sippa in production, covering work that would otherwise take a QA engineer, a content assistant and a BD researcher: bug tracker cleared nightly, five review-ready posts a day, partner outreach drafted on schedule.
- **Governance:** Least-privilege tooling, mandatory human approval on irreversible actions, and serialised writes per repository — autonomy without unsupervised side effects.

SKILLS

Product: End-to-end product lifecycle (0→1 to launch) · product roadmapping · PRD & requirements · success metrics & data-driven decisions · prioritization & MVP scoping · stakeholder management & cross-functional leadership · go-to-market & cold-start growth

Build: TypeScript · React / Next.js · Supabase · Vercel · REST API integration · Git/GitHub & CI workflows · Python · SQL

AI & Automation: AI agent orchestration & guardrail design · LLM-assisted development (Claude) · workflow automation (n8n) · AI batch-processing pipelines · prompt engineering · big data analytics · Python · SQL

Design: UX/UI & interaction design (Figma) · design systems · brand identity & visual design (Photoshop, Illustrator, Canva) · UI copywriting · video production · data visualization · CAD & 3D rendering

Domain: Web3 payments · crypto checkout & QR payment flows · fiat on/off-ramp partnerships · creator economy & tipping

Languages: Mandarin (native) · Cantonese (basic) · English (working proficiency)