

# Boyang Hu

Product Manager · Senior Product Designer

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## Profile

- **11 years of end-to-end consumer electronics product experience**, having grown from industrial designer to product manager with deep involvement across hardware-software product development.
- Currently **Head of Smart Products Group at DeepCool**, directly managing a **20-person cross-functional team** (Product / Embedded / Software / Design / Mechanical), driving the company's strategic transformation from traditional PC accessories toward a smart hardware ecosystem.
- **DeepCool is the No. 1 brand in mainland China for PC chassis, power supplies, coolers, and related accessories**; independently owning the fan and smart-product lines, **led the fan business to RMB 28M annual revenue**, elevating fans, smart controllers, light strips, and peripherals from cooling accessories into standalone product lines; **the DeepCool LT720 AIO liquid cooler I led has reached RMB 149M cumulative revenue (280K+ units shipped)**, the company's flagship product.
- Recipient of **12 international design awards (iF Design Award & Red Dot Design Award)**, including **Red Dot: Best of the Best (1)**; holder of **7 utility-model patents, 22 design patents, and 2 invention patents (pending)**.
- Long-term engagement with the European market with on-site training and field research; participated in international industry exhibitions; **proven capability of delivering products globally**.

## Experience

**DeepCool** BEIJING JZFS SCI-TECH CO., LTD.

2020.10 — Present

Product Manager / Head of Smart Products Group

### Scope

- **Retail fan product line ownership**: led product definition and roadmap for 10+ SKUs across entry, mid, and high tiers; **560K+ units shipped and RMB 28M revenue annually**, elevating DeepCool fans from a cooler-companion category into a standalone flagship line that competes head-to-head with Noctua and Cooler Master at the top international tier.
- **Hit product portfolio**: defined the **Sudokoo Mach Series** (top-tier performance), **FD II Series** (mid-tier mainstay), and **FL Series** (RGB lighting) — each a key revenue driver in its price segment.
- **Built the Smart Products Group from 0 to 1 (20 direct reports)**: Product 5 / Embedded 6 / Software 6 / Design 2 / Mechanical 1; oversee company-wide smart-product business, achieving **80K+ units and RMB 3.3M revenue annually**.

### Highlights

- **Software ecosystem**: built a 6-person software team from scratch and shipped two consumer applications, **DeepCool Hub** and **DeepCreative**, achieving **10,000+ avg. monthly downloads** (excl. distributor channels) — filling a previously empty product category.
- **Embedded capability**: assembled a 6-person embedded engineering team supporting smart-feature integration across **5 main product lines (air coolers, AIOs, chassis, fans, PSUs)**, driving company-wide product structure upgrade.
- **Forward-looking R&D**: continuously folded R&D outcomes into annual product-line iterations, building long-term technical reserves for product intelligence and differentiation.
- **2026 international design awards**: DeepCool FT Series — Red Dot (lead design & dev); FL Series — Red Dot (lead dev); Sudokoo Astra (custom OEM project) — iF + Red Dot (lead dev).

**Senior Industrial Designer**

2020.10 — 2022.11

- **Independent ownership of fan product line design**, with parallel involvement in industrial design across air coolers, AIOs, chassis, and PSUs — covering full pipeline from concept to mass production.
- **Established design research methodology**: led competitor analysis, user persona development, scenario modeling, and ergonomics research; ran internal design workshops and training to grow team-wide design thinking capability.
- **Flagship product outcomes (2023 awards)**:
  - **DeepCool LT720 AIO Liquid Cooler** (lead design) — iF + Red Dot; **RMB 149M cumulative revenue, 280K+ units shipped**, the company's #1 product

- **DeepCool CH370 Chassis** (lead design) — Red Dot; **RMB 11M cumulative revenue, 46K+ units shipped**, an evergreen product
- **DeepCool FX Alpha Wireless Fan** (lead design & dev) — iF + Red Dot; concept-tier product establishing the brand's technology image

## Beijing Crafterwork Technology Co., Ltd.

2018.04 — 2020.10

### Senior Product Designer

- Engaged with B2B client requirements; led design proposal generation and refinement; collaborated with mechanical and engineering teams through prototyping, sample-making, and mass production.
- Service scope spanned industrial products, digital software systems, and forward-looking concept design, with continuous identification of follow-on client needs to extend engagements and source new projects.
- Clients included **Tsinghua University, Beijing City University, China Unicom, Blackmagic Design, CCIV** and other enterprises and public institutions.
- **Featured design outcomes (international awards during tenure): Play Together** — 2020 Red Dot **Best of the Best** (highest honor) · **Just One** — 2021 iF Design Award · **Double Irrigate** — 2021 Red Dot Design Award.

## Tsinghua University SERVICE DESIGN INSTITUTE

2016.04 — 2018.03

### Innovation Program Manager / Executive Director, Data Innovation Lab

- Research areas: service design, product innovation, design thinking, user experience, data innovation, mixed reality.
- Led innovation collaborations with **Daimler, Siemens, COMAC (Commercial Aircraft Corp of China)** and other corporate / government partners; organized 10+ cross-industry design innovation workshops.
- Completed academic projects including "Product Usability Data Research" and "Remote Collaborative Interaction in Virtual Environments"; led lab establishment and curriculum design.

## Beijing Cherubime Information Technology Co., Ltd.

2015.03 — 2016.03

### Product Manager

- Centered on user profiling and recommendation systems; completed digital product research, definition, prototyping, and PRD authoring; coordinated with engineering for delivery and launch.
- Led full-cycle design and development of personalized recommendation app "**Nerd**", achieving **nearly 20,000 organic users in 3 months with zero marketing spend**.
- Delivered personalized advice app "Naodong", company internal data/content platform, and brand design system.

## Education

### Beijing Institute of Technology BIT

2010 — 2015

*Bachelor's Degree · Industrial Design*

- **2nd Place**, Formula Student Electric China (FSEC) 2014
- **1st Place**, RoboCup China Middle Size League 2011

## Capabilities

<b>Product</b>	Strategy & definition · Hardware/software PRD authoring · Full lifecycle management · Cross-functional team leadership · Global market delivery
<b>Product / UX Tools</b>	Figma · Sketch · Affinity
<b>Industrial Design</b>	Rhino · SolidWorks · KeyShot · Blender
<b>Data &amp; Collaboration</b>	Tableau · Lark · Teambition
<b>Languages</b>	Mandarin (native) · English (working proficiency)

## Awards & Patents

**31 patents in total** · Utility Model **7 (granted)** · Industrial Design **22 (granted)** · Invention **2 (pending)**

<b>iF Design Award</b>	<b>4</b>	Just One (2021) · DeepCool FX Alpha (2023) · DeepCool LT720 (2023) · Sudokoo Astra (2026)
<b>Red Dot Design Award</b>	<b>8</b>	<b>Play Together (2020 Best of the Best)</b> · Double Irrigate (2021) · DeepCool FX Alpha (2023) · DeepCool LT720 (2023) · DeepCool CH370 (2023) · DeepCool FT Series (2026) · DeepCool FL Series (2026) · Sudokoo Astra (2026)