

Muxin Li, MBA

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Product Leader | 17+ years' experience, 10+ in Product — uncovering hidden harmful beliefs before AI automates them. Building software, simulations, and writing to create a more human future.

Looking for a hands-on, AI-native builder role, with a clear problem and real decision rights. Not a fit for traditional roadmap or coordination-heavy PM work.

PROJECTS

Voter Choice

voter-choice.vercel.app

AI-powered app showing how Congress members voted and who funded them, before revealing the candidate's name or party. Early concept had 200,000+ views during the Texas primary.

Show and Tell

show-and-tell-chi.vercel.app

A simulation showing how wealth inequality can emerge even with fair rules — 120 traders, equal starting money, a few coin flips.

TickTick Quick Add

community.obsidian.md

A free plugin I maintain that turns Obsidian notes into TickTick tasks. ~1,000 downloads, 11 releases, desktop and mobile.

AI in production: Built TOU Fit Model (ML + 100M+ usage intervals); deployed LLM chat agent adopted on NRG's largest brand; Reforge Generative AI Products certification.

Smart Thermostat DR (Oncor): 1,500+ installs in ~5 months (~33X vs <50) with ~10X conversion; cited by Texas PUC contractor as Oncor's most cost-effective program.

Launch velocity/ARR: 12 launches in 12 months; \$168M new ARR; -\$249 CAC/customer and +\$33M via an 8-channel referral program.

Product ops at scale: Centralized first-ever shared backlog across brands; instituted estimation + post-launch ROI reviews; reduced execution backlog 72% in six months.

EXPERIENCE

Human Inference — Founder

Apr 2026–Present

Houston, TX (Remote)

- Building Voter Choice and other public-interest software independently — see Projects above.

NRG Energy — Manager, Product Innovation

May 2024–Apr 2026

Houston, TX · Texas residential portfolio: Reliant, Direct Energy, Green Mountain Energy, Stream, XOOM, Cirro, Discount Power

- Led product work across brands, coordinating 30+ teams and 42+ stakeholders without a dedicated budget or staff, to launch major projects.
- Rebuilt a smart thermostat program with Oncor that had stalled at fewer than 50 installs; installs jumped to 1,500+ (~33X) and sign-up rates rose ~10X. A Texas utility regulator's report named it the most cost-effective program of its kind.
- Created the first shared project backlog across brands, added a simple way to size work, and started reviewing results after each launch — cut the backlog of unfinished work by 72% in six months.
- Built and tested an AI chat tool that helps marketing write on-brand messages using approved sources; the company's largest brand adopted it, cutting downstream mistakes.

NRG Energy — Lead Product Manager

Feb 2021–May 2024

Houston, TX · Cirro Energy and Discount Power · \$650M ARR (16% of consumer portfolio)

- Ran product solo for two brands, working with 30+ teams and 42+ stakeholders without a dedicated budget or staff.
- Shipped 12 new products in 12 months, including new pricing plans and an EV charger experience — \$168M in new revenue, faster time to market.
- Designed a referral program with 8 ways to join; cut cost of a new customer by \$249, brought in \$33M in revenue, and lifted engagement 4.7X. Green Mountain adopted the same playbook for ~\$9M more.
- Set up a shared backlog, prioritization, and post-launch reviews; started the first customer-satisfaction survey for the product team.

NRG Energy — Digital & Product Lead, EV Microbattle

May 2022–Jun 2023

Houston, TX

- Launched a home EV-charging pilot in 7 weeks with Qmerit and Emporia — owned product, design, build, launch and partner onboarding for a ~12-person team.
- Pushed for a flexible, API-based approach to energy management that leadership adopted into strategy; presented progress to senior leaders.

NRG Energy — Digital Product Manager, Innovation

Jan 2019–Feb 2021

Houston, TX

- Built a model matching customers to the right pricing plan using 100M+ smart-meter data points — doubled expected sales for a 40,000-customer win-back campaign.
- Ran retention experiments adding \$100–\$200 in value per customer; clarified checkout messaging to double e-commerce conversion.
- Redirected a CEO-requested "grid stability" campaign toward cost-savings messaging after user testing — protected a top retention channel.

Hewlett Packard Enterprise — Product Manager

Feb 2016–Jan 2019

San Jose, CA

- Led launch and go-to-market for the Cloudline product line, supporting ~\$1.6B in yearly product revenue.
- Found 80% of a targeted small-business market was a poor fit and redirected strategy toward IT service providers, adding reporting tools that drove adoption and revenue.
- Recognized with the HPE Rock Star award for product strategy leadership.

EARLIER EXPERIENCE

Poetic Systems — Growth & Marketing (2015): Cut ad costs 63%, increased clicks 32%; helped reposition the company from a website shop to a strategic partner, winning clients like NRG.

Consulting — NASA & GM (2014): Helped bring robotics technology from NASA and GM into healthcare. **Waste Management (2014):** Reviewed 25+ studies and proposed consumer labels that became an industry standard.

EDUCATION

MBA, Rice University (Jones Graduate School of Business) — full-tuition merit scholarship; Greater Houston Business Ethics Roundtable scholarship

BA, Anthropology, University of Virginia

CERTIFICATIONS

Reforge: Generative AI Products · AI Product Management (Duke/Coursera) · Computational Social Science (UC Davis/Coursera) · Pragmatic Marketing PMC III · Reforge: Growth, Mastering Product Management

SKILLS

AI/ML: LLMs/NLP · Personalization · ML model integration · AI agent development · Prompt engineering

Product: Product strategy · Portfolio management · Go-to-market · 0→1 launches · Operating model · Experimentation · Funnel instrumentation · KPI/ROI frameworks

Domain: Regulatory compliance · Energy markets (TX retail, TDUs/Oncor, DR) · Smart home/IoT · EV · E-commerce · SaaS