



JOANNA LEUNG

PRODUCT LEAD

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SUMMARY

Product leader with 8+ years of experience launching 0 to 1 products and scaling platforms with 10M+ users across eCommerce, EdTech, HRTech, and creator SaaS for B2B and B2C markets. Former Marketer and trained Interaction Designer, bringing GTM, ROI rigor and UX fluency to every product decision. Hands-on AI builder who has shipped GenAI features, a RAG-powered LLM product, and production AI agents that enhance user experience and elevate operational efficiency. Cross-functional leader adept at aligning executives, vendors and product teams in complex organizations, validating bets through rapid experiments before scaling investment.

SKILLS

Product Discovery	Product Strategy	Go-To-Market Strategy	Product Lifecycle Management
Product Launch	Experiment Management	Stakeholder Management	Data Analysis
Product Roadmap	Product Optimization	Pricing Strategy	Journey Mapping

SELECTED ACHIEVEMENTS

- Unlocked **Stan's** growth strategy by uncovering an underserved LinkedIn creator segment of 260K obtainable new users, proven via an experiment that lifted D45 conversion by 8%
- Architected a multi-phase product vision and roadmap that repositioned a \$15M training program as phase one of an integrated AI workforce intelligence platform, paving **NGen's** path to self-funded operations by doubling its gross profit
- Spearheaded the conceptualization, development and launch of an AI-native workforce skill management SaaS product from 0 to 1 using RAG-augmented Large Language Model (LLM), successfully securing \$1.5M in funding at **NGen**
- Championed product discovery in utilizing AI/ML to personalize the shopping experience for **Rogers** with a projected increase in conversion for new customers by over 40% with a team of 6 internal data scientists and engineers
- Spearheaded the product strategy, ideation, and development to capture the Enterprise market, achieving 50% YoY growth in Enterprise sales, winning Global Fortune 500 customers at **Vyond**

WORK EXPERIENCE

JL CONSULTING // AI ADOPTION CONSULTANT //

APR '25 – PRESENT

Independent product consultant helping SMB leaders identify, validate, and scale high-ROI AI & workflow automation opportunities, reducing manual operations by up to 85%.

- Own the client lifecycle from discovery to production: run operational AI discovery workshops, translate findings into an AI roadmap, prioritize pilots by ROI, and scale the validated pilots into production
- Engineer custom AI agents & automation solutions, manage project budgets, and establish profitable pricing frameworks:
 - Production Order Automation Agent (Manufacturing): cut manual order processing time by 85%
 - Customer Service Response Agent (eCommerce): handled 71% of inbound tickets without escalation
 - Customer Support Training Agent (eCommerce): saved 83% of person-to-person training time
- Drive adoption with CEOs and leadership teams through AI enablement training and post-launch support
- Key Clients: Highland Feather Manufacturing Inc., Linens Delight Inc., Pragmatico Solutions

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WORK EXPERIENCE CONTINUED

STAN TECHNOLOGIES INC. // FOUNDED PRODUCT MANAGER //

OCT '24 – MAR '25

Stan is a leading monetization platform with 65K+ creators globally, generating USD 2.43M monthly GMV and \$30M ARR.

- Defined and implemented Generative AI product strategy and experimentation, driving a 46% increase in user acceptance rate and creating a differentiating value proposition for the company at **Stan**
- Increased store launch completion with 1+ merchandise among Trial users by 13.3%, leading cross-functional Onboarding and Activation experimentation through rigorous iterative product design and data-driven insights
- Established a continuous user discovery framework, developing a systematic toolkit that empowered the Product Development Team to consistently gather, analyze, and leverage qualitative user insights into the development process
- Orchestrated the product development and go-to-market processes, collaborating with the Head of Engineering, Design, Data Science, Marketing and Customer Success to balance rapid innovation with operational excellence

NEXT GENERATION MANUFACTURING (NGEN) CANADA // PRODUCT LEAD //

MAR '23 – SEPT '24

NGen is the MaRS Discovery District for the manufacturing industry, leading 500+ technological adoption projects worth \$2.37B.

- Managed and orchestrated the development of a \$2.3M portfolio with 5 upskilling products, achieving adoption by 230 companies within the first three months
- Led discovery workshops with the Chief Manufacturing Officer and strategic industry partners to formulate and execute the digital product vision, product strategy and roadmap of a \$15M upskilling program
- Implemented agile-based product development processes to 2x time-to-market velocity and increase development budget efficiency by 50%, managing requirement gathering, design, sprint review, and release management across 4 vendors
- Devised digital product, monetization and membership strategies for the organization with the CEO and cross-functional SLT to align the long-term business objectives, yielding an expected annual revenue of \$10M
- Defined product and data requirements for API-driven data ingestion and AI insight services, aligning inputs, outputs, refresh cadence, and quality thresholds for skills forecasting

STORYLANDS.IO // FOUNDER //

JULY '21 – DEC '23

Storylands is a B2C EdTech SaaS product for kids 0-10 to learn heritage languages through picture storybooks. Our mission is to enable parents to pass on their heritage.

- Developed and executed the product roadmap aligning to the company's 5-year financial projection in addressing the market gap identified via in-depth analysis of the market trends, customer needs and competitive landscape
- Recruited, designed, and conducted user research with 300+ target users over 8+ versions of product concepts and prototypes to validate the problem and formulated the MVP, resulting in a waitlist of 350+ users
- Conducted comprehensive data analysis in combination with user feedback to identify and iterate the product to resolve pain points, resulting in 3.5x MoM app downloads and 2x MoM repeat users
- Cultivated relationships and mobilized advisors and partners, resulting in strategic partnerships with publishing houses supplying global digital licenses for 400+ books

ROGERS COMMUNICATIONS // SENIOR PRODUCT MANAGER, ECOMMERCE EXPERIENCE //

FEB '20 – FEB '21

Rogers is a Canadian national telecommunications provider with over 10M subscribers.

- Led a team of 6 direct reports (4 Product Owners & 2 Product Specialists) to achieve ~400% increase in eCommerce sales for Fido.ca and Rogers.com while completing re-platforming through ruthless prioritization
- Pioneered a discovery process for company-wide strategic projects, shifting the company toward product-led product development practices

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WORK EXPERIENCE CONTINUED

VYOND // SENIOR PRODUCT MANAGER //

MAR '17 – JUNE '19

Vyond is a cloud-based video creation SaaS with 12M customers globally, producing 22M+ videos.

- Led product development team responsible for the core product (35 individuals across US, TW, and HK)
- Grew active users by 18% YoY and accumulated 55K+ customers globally within 6 months by market launching the redesign of the core product from MVP
- Increased 7-day active users by 12% by developing the onboarding strategy, including establishing KPIs, conducting usability tests to identify user pain points, and designing experiments to create solutions with cross-functional teams
- Proposed and launched an in-product upsell feature to collect insights that guided the development of value-based pricing, resulting in a shift to a higher-tier plan and increased MRR

RALPH LAUREN ASIA PACIFIC INC. // REGIONAL ECOMMERCE PRODUCT MANAGER //

JULY '14 – OCT '15

Ralph Lauren APAC serves 10 countries with 4 eCom sites, generating ~ USD\$11M online sales in 2015.

- Managed 5 direct reports (designers & developers) to develop & grow APAC eCom sales
- Uplifted Japan YoY conversion by 13% through driving eCom experience localization using in-depth site analysis, content evaluation, A/B & multivariate testing, and site optimization
- Contributed an additional 26% of direct sales by launching ralphlauren.com.au and ralphlauren.asia

EDUCATION

M.A. INTERACTION DESIGN / THE HONG KONG POLYTECHNIC UNIVERSITY /

B. SC. BIOCHEMISTRY (HONORS) / SIMON FRASER UNIVERSITY /

PROFESSIONAL DEVELOPMENT

Agentic AI Intensive Program // Harvard Data Science Review /	2026
AI Agent Builder Bootcamp // Maven /	2025
AI EVAL FOR ENGINEERS AND PRODUCT MANAGERS // Maven /	2025
AI STRATEGY // Reforge / q8QV4LfriJbn7XJTMtjPuQ	2025
GENERATIVE AI FOR PRODUCT MANAGERS // GoPractice Inc. / FYT8YCPVJXDJ	2024
AI FOR EVERYONE // DeepLearning AI / ytz6kdh1	2019
PROFESSIONAL SCRUM PRODUCT OWNER // Scrum.org / 245466	2017

VOLUNTEER EXPERIENCE

FACILITATOR + MENTOR // Toronto Product Management Association / Canada	2025 - PRESENT
BOARD MEMBER + TREASURER // Rendezvous Child Care Center / Canada	2021 - PRESENT
SERVICE DESIGN CONSULTANT // St. James' Settlement / Hong Kong	2016 - 2019