



# JOANNA LEUNG

PRODUCT LEAD

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## SUMMARY

Versatile, entrepreneur-minded Product Leader and 0 to 1 specialist with 8+ years of experience building B2B and B2C digital products for global markets across eCommerce, EdTech, HRTech, creators economy, and video creation. Proven track record of driving user growth and revenue while navigating ambiguity in startup environments. Adept at leveraging AI/ML to solve complex business challenges and enhance user experiences. Skilled at mobilizing cross-functional teams, implementing data-driven strategies, and optimizing Agile methodologies. Steers strategic vision with hands-on execution to craft user-beloved products that drive business growth.

## SKILLS

Product Discovery	Product Launch	Go-To-Market Strategy	Product Lifecycle Management
Product Strategy	Product Optimization	Amplitude	SQL
Product Roadmap	A/B Testing	MongoDB	Vibe Prototype

## SELECTED ACHIEVEMENTS

- Architected and implemented Generative AI product strategy and experimentations, driving a 46% increase in user acceptance rate and creating a differentiating value proposition for the company at **Stan**
- 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**
- Earned a \$10K grant and top honors in multiple pitch competitions, including 2nd place in Immipreneur x DMZ and top 10 in Elevate’s Firehood, by delivering a compelling product and business vision for **Storylands.io**
- Championed the product discovery in utilizing AI/ML to personalize the shopping experience for **Rogers** with a projected increase of 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

**AI ADOPTION CONSULTANT // INDEPENDENT FREELANCE //**

APR '24 – PRESENT

*Build and deploy no-code AI Agents and automation for SMBs, reducing manual operations and boosting efficiency by up to 80%.*

- Design and build no-code AI Agent and automation solutions with n8n, Zapier Agent, and MindStudio through proof-of-concepts and business cases, demonstrating clear ROI and strategic value to stakeholders.
- Identify and prioritize automation opportunities by assessing business processes and mapping workflows, leading to measurable efficiency gains and reduced manual effort.
- Drive adoption and change management by partnering with the CEO and leadership team, creating training, and establishing governance frameworks for sustainable AI automation.

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### WORK EXPERIENCE CONTINUED

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#### **STAN TECHNOLOGIES INC. // FOUNDRING 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.*

- 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
- Partnered with Head of Data Science to develop personas using qualitative and quantitative behavioral analysis, aligning team efforts to remove activation blockers for a segment driving 70% of trial

#### **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
- Formulated and executed the digital product vision, product strategy and roadmap of a \$15M upskilling program in collaboration with the Chief Manufacturing Officer and strategic industry partners
- Implemented agile-based product development processes to double time-to-market velocity and increase development budget efficiency by 50%, managing requirement gathering, design, prototyping, functional specification authoring, 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

#### **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

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**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

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## EDUCATION

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

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

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## PROFESSIONAL DEVELOPMENT

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<b>AI Agent Builder Bootcamp // Maven /</b>	2025
<b>AI EVAL FOR ENGINEERS AND PRODUCT MANAGERS // Maven /</b>	2025
<b>AI STRATEGY // Reforge / q8QV4LfriJbn7XJTMtjPuQ</b>	2025
<b>GENERATIVE AI FOR PRODUCT MANAGERS // GoPractice Inc. / FYT8YCPVJXDJ</b>	2024
<b>AI FOR EVERYONE // DeepLearning AI / ytz6kdh1</b>	2019
<b>PROFESSIONAL SCRUM PRODUCT OWNER // Scrum.org / 245466</b>	2017

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## VOLUNTEER EXPERIENCE

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<b>BOARD MEMBER // Rendezvous Child Care Center / Canada</b>	2021 - PRESENT
<b>SERVICE DESIGN CONSULTANT // St. James' Settlement / Hong Kong</b>	2016 - 2019