

joanna leung

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PROFILE

Strong business acumen Product Leader with 5+ years of experience building enterprise and consumer digital products for global markets in ecommerce, retail, telecom and tech. Passionate in solving the right problems to create value for people and business. Results-driven team leader with proven ability to scale operation. Advocate in building great product through research, experimentation and data.

CERTIFICATION

AI For Everyone

DeepLearning.AI | '19

Professional Scrum Product Owner

Scrum.org | '17

EDUCATION

M.A. Interaction Design

The HK Polytechnic University | '15-'16

Simon Fraser University | '00 - '06

B. Sc. Biochemistry (Honors)

EXPERIENCE

ROGERS COMMUNICATIONS, CANADA

SENIOR PRODUCT MANAGER | FEB '20 - FEB '21

Recruited to reform the product management and development practice by influencing a culture of user centricity and scalability. Owned the ecom experience for Fido.ca and Rogers.com with 6 squads .

- Coached 6 direct reports (4 Product Owners and 2 Product Specialists) to grow ecom sales by ~400% while completed re-platforming throughout the pandemic by ruthless prioritization
- Pioneered a discovery process for company wide strategic projects to enable strategic planning over ecom capabilities resulted in quality solution and earned a respectful partnership with the business
- Ideate and experiment machine learning opportunities to increase digital channel conversion and offline channel operation costs with a team of Product Owner, Data Scientists and Developers

VYOND (GOANIMATE INC.), HONG KONG

SENIOR PRODUCT MANAGER | MAR '17 - JUNE '19

Vyond is a cloud-based video creation SaaS with 12M customers globally producing 22M+ videos, headquartered in San Francisco. Recruited to build the core product on HTML5 to replace an existing Flash version, and develop the product strategy to seize the Enterprise market.

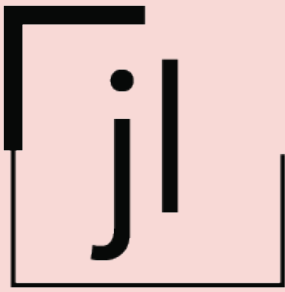
- Grew active users by 18% YoY and accumulated 55K+ customers globally within 6 months by leading the core product from MVP to alpha, open beta, and market launch
- Spearheaded the user research, ideation and development of the Enterprise features achieving 50% YoY growth in Enterprise sales winning Global Fortune 500 customers
- Increased 7-day active users by developing the onboarding strategy including establish KPIs, conducting usability tests to identify user pain points, and designing experiments to develop solutions
- Proposed and launched in-product upsell feature to collect insights that guided the development of value-based pricing resulted in a shift to higher tier plan and increased MRR
- Led a product development team of 35 across US, TW and HK through agile transformation by implementing grooming sessions, sprint planning, sprint review, and velocity estimation

RALPH LAUREN ASIA PACIFIC INC., HONG KONG

REGIONAL ECOMMERCE PRODUCT MANAGER | JULY '14 - OCT '15

Owned the sales and conversion of ralphlauren.com.jp (Japan), ralphlauren.com.kr (Korea), ralphlauren.com.au (Australia & New Zealand), and ralphlauren.asia (Hong Kong, Macau, Singapore, Malaysia) with ~\$11M USD sales in 2015 supported by 5 direct reports (designers & developers).

- Uplifted Japan YoY conversion by 13% through driving ecom experience localization using in-depth site analysis, content evaluation, A/B and multivariate testing, and site optimization
- Contributed an addition 26% of direct sales by launching ralphlauren.com.au and ralphlauren.asia
- Decreased development cost by ~30% YoY (USD\$130K) while quadrupling the sites supported through reforming the product operation model and capacity analysis



TOOLS

Amplitude
Omniture
Google Analytics
Invision
Pendo
Adobe Target
Jira
Figma

SKILLS

BUSINESS

International Markets
Pricing Strategy

PRODUCT

Product Strategy
Product Discovery
Product Optimization
Agile Scrum & Kanban
User Stories / JTBD
Journey & Flow Mapping
Personas Development

RESEARCH & DATA

A/B & Multivariate Testing
Competitive Analysis
User Interviews
Usage Analytics
Usability Testing

LANGUAGES

English
Cantonese
Mandarin

INTERESTS

Ultimate Frisbee
Rock Climbing
Meditation

EXPERIENCE CON'T

ASURION ASIA PACIFIC LTD., HONG KONG

REGIONAL MARKETING ASSOCIATE | AUG '13 - JUNE '14

Liaised between global, regional and in-country Marketing Teams to support the APAC Sales Team to localize pitch and service for B2B telecom prospects in Australia, HK, Taiwan, Korea, China, and SE Asia.

- Increased APAC In-country Marketing Teams efficiency in launching white-label product for clients by developing Regional Marketing Operation function and Go-To-Market framework

OUTPAC DESIGNS LTD., HONG KONG

PROJECT MARKETING MANAGER (CONTRACT) | MAR '13 - AUG '13

Outpac innovates and produces anti-theft travel products. Recruited to build out digital sales channel and oversee B2C & B2B Marketing for 33 countries with a team of 5 designers & specialist.

- Managed the development of a global ecommerce website (pacsafe.com) resulted in the completion of the UI/UX design, and closing various vendor contracts within 4 months

LINENSDELIGHT.COM, CANADA

CO-FOUNDER | JUNE '11 - MAR '14

Linensdelight.com was an ecommerce site with the mission to simplify the experience for Canadian in buying beddings and linens.

- Developed the wireframe, visual and multimedia content which educated and guided users to suitable product based on their needs instead of traditional browse-and-shop experience
- Led all aspects of business development from market research, finance, operations to marketing, ensuring that the company's vision was followed

VOLUNTEERING

ST. JAMES' SETTLEMENT, HONG KONG

SERVICE DESIGN CONSULTANT | FEB '16 - JUNE '19

St. James' Settlement is a charitable organisation in Hong Kong. Volunteered as Service Design Consultant in the Integrated Home Service Unit, which provides home improvement service to low income seniors.

- Conducted user research to compose stakeholder analysis, pain point analysis, user journey analysis, process mapping and service blueprint to identify design opportunities
- Designed UX, UI and prototypes of a volunteer matching multi-device application to validate the hypothesis in addressing the core problem the Unit encountered in scaling up its service