

joanna leung

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PROFILE

Versatile and entrepreneur-minded Product Leader with 8+ years of experience building enterprise and consumer digital products for global markets in eCommerce, education, telecom, and video creation. Strategic people leader with a proven track record building products from 0 to 1 amidst uncertainty. Passionate about solving the right problems to create value for people and businesses.

CERTIFICATION

AI For Everyone

DeepLearning.AI | '19

Professional Scrum Product Owner

Scrum.org | '17

EDUCATION

M.A. Interaction Design

The HK Polytechnic University

B. Sc. Biochemistry (Honors)

Simon Fraser University

LANGUAGES

English

Cantonese

Mandarin

EXPERIENCE

NEXT GENERATION MANUFACTURING CANADA (NGEN), CANADA

PRODUCT LEAD | MAR '23 - PRESENT

NGen leads 500+ technological adoption projects worth \$2.37B funded by the Government of Canada to enhance global competitiveness for the Canadian manufacturing industry.

- Spearheaded the conceptualization and development of an artificial intelligence (AI) powered workforce management product from 0-1, successfully securing \$1.5M in funding
- 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

STORYLANDS.IO, CANADA

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.

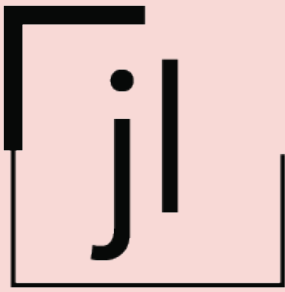
- Built and launched the Storylands native app with a shoestring budget mobilizing advisors, engineers, and partners with a compelling company & product vision
- Iterated the product creatively resulting in 3.5x MoM app download & 2x MoM repeat users
- Recruited, designed, and conducted user research with 300+ target users to validate the problem and formulate the MVP resulting in a waitlist of 350+ users
- Developed and negotiated partnerships with publishing houses supplying global digital licenses for 400+ books

ROGERS COMMUNICATIONS, CANADA

SENIOR PRODUCT MANAGER | FEB '20 - FEB '21

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

- Owned the eCom experience for Fido.ca and Rogers.com with 6 development teams
- Managed 6 direct reports (4 Product Owners and 2 Product Specialists) to grow eCom sales by ~400% while completing re-platforming
- Pioneered a discovery process for companywide strategic projects shifting the company toward product-led product development practices
- Increased digital channel conversion and reduced offline channel operation costs with a team of Product Owner, Data Scientists, and Developers by experimenting with machine learning opportunities



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

INTERESTS

Ultimate Frisbee
Rock Climbing
Meditation

EXPERIENCE CON'T

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.

- Led product development team responsible for the core product, and Enterprise opportunities (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
- Spearheaded the product strategy, ideation, and development to capture the Enterprise market achieving 50% YoY growth in Enterprise sales winning Global Fortune 500 customers
- 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
- Drove agile transformation by implementing grooming sessions, sprint planning, sprint review, and velocity estimation resulting in 3x the overall velocity

RALPH LAUREN ASIA PACIFIC INC., HONG KONG

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

Ralph Lauren APAC serves 10 countries with 4 eCom sites generating ~\$11M USD 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
- Decreased development cost by ~30% YoY (USD\$130K) while quadrupling the sites supported through reforming the product operation model and capacity analysis

LINENSDelight.COM, CANADA

CO-FOUNDER | JUNE '11 - MAR '14

Linensdelight.com is an eCommerce site with the mission to simplify the experience for Canadians in buying bedding and linens.

- Responsible for all aspects of business development from market research, finance, operations to marketing
- Developed the wireframe, visual and multimedia content which educated and guided users to suitable products based on their needs instead of the traditional browse-and-shop experience

VOLUNTEERING

ST. JAMES' SETTLEMENT, HONG KONG

SERVICE DESIGN CONSULTANT | FEB '16 - JUNE '19

St. James' Settlement is a charitable organization in Hong Kong. Volunteered as a Service Design Consultant in the Integrated Home Service Unit, which provides home improvement services 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