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CONTACT

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PROFILE

Strong business acumen Product Leader with 10 years of experience building enterprise and consumer digital products for start-ups and national/global companies in Canada and APAC. Expertise in ecommerce, retail, telecom and tech. User-centric, and results-driven team leader with proven ability in scaling up operation for fast growth. Advocate in building great product through research, experimentation and quantitative data.

CERTIFICATION

Professional Scrum Product Owner
Scrum.org | '17

Project Management Professional Int'l
Project Management Institute | '12

Web Analytics (Award of Achievement)
University of British Columbia | '10

EDUCATION

M.A. Interaction Design
The HK Polytechnic University | '15-'16

B. Sc. Biochemistry (Honors)
Simon Fraser University | '00 - '06

TOOLS

Amplitude

Coremetrics

Google Analytics

Omniture

Magento

Invision

Pendo

EXPERIENCE

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
- Instituted a user research function, established a user insight database, and introduced user research tools to cultivate a user centric culture across the organization

RALPH LAUREN ASIA PACIFIC INC., HONG KONG

REGIONAL ECOMMERCE SITE MANAGER | MAR '15 - OCT '15

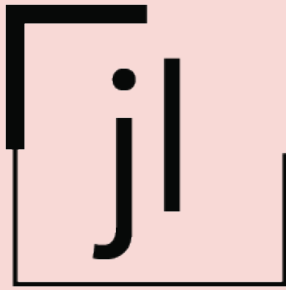
Owned the sales and conversion of ralphlauren.com.jp (Japan), ralphlauren.com.kr (Korea), ralphlauren.com.au (Australia & New Zealand), and ralphlauren.asia (Hong Kong, Macau, Singapore, Malaysia) with ~\$11M USD sales in 2015.

- Improved Japan market YoY conversion by 13% through in-depth site analysis, content evaluation, A/B and multivariate testing, and site optimization
- Contributed an addition 26% of direct sales through launching ralphlauren.com.au and ralphlauren.asia
- Drove the content strategy for third party marketplace launches e.g. Zozotown and Rakuten

REGIONAL ECOMMERCE PRODUCTION MANAGER | JULY'14 - FEB '15

Led a team of 5 to support the digital production for APAC including multiple social media platforms, eDM, SEM, E-Commerce/ M-Commerce sites.

- Reduced annual electronic direct mail (EDM) production cost by 70% (USD\$650K) automating responsive EDM production with an off-the-shelf tool
- Decreased website production cost by ~30% YoY (USD\$130K) while quadrupling the sites supported through leading process & system improvements, and reforming the production model



EXPERIENCE CON'T

OUTPAC DESIGNS LTD., HONG KONG

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

Owned B2B & B2C Marketing for 33 countries.

- Project 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 fulfilled

SEARS CANADA, TORONTO, CANADA

RETENTION MARKETING MANAGER | DEC '10 - MAR '12

Built and headed the customer retention program for Sears' telecommunication division.

- Managed the requirements analysis and scope definition for the launch of a suite of residential telecom products with a forecasted annual revenue of CAD\$6M
- Reduced customer deactivations by ~27% YoY (CAD\$300K annual revenue) through developing and implementing customer retention strategies

TELUS, VANCOUVER, CANADA

PROJECT MANAGER, WEB CHANNEL | JAN '10 - NOV '10

- Led a team of 30 to execute quarterly marketing campaigns and managed initiatives to enhance the user experience for telus.com and telusmobility.com
- Launched 'Voice of the Customers' and integrated with Omniture to collect insights into customer needs resulting improved user experience

MARKETING SPECIALIST (LEADERSHIP DEVELOPMENT PROGRAM) | JAN '07 - DEC '09

Leadership Development Program within TELUS aimed to provide in-house leadership training and rotation throughout various business functions to build an end-to-end understanding of the business. Areas of experience includes Product Marketing, Pricing, and Merchandising. Achievements include:

- **PRODUCT MARKETING:** developed and executed the go-to-market plan for the CAD\$9.8M residential telecom fiber optic network market trial collaborating with 80+ cross-functional team members
- **PRICING:** developed pricing structure for new mobile data portfolio, through extensive customized modeling, and scenario analysis, forecasted to contribute 40% of new subscribers
- **MERCHANDISING:** increased the adoption rate of the nationwide digital merchandising program to enhance the in-store experience by addressing the critical pain points identified through focus groups

KEY STRENGTHS

BUSINESS

International Markets
Ecommerce
Pricing & Retention Strategy

PRODUCT

Product Life Cycle Management
Agile Transformation
User Stories / JTBD

RESEARCH & DATA

Ethnographic Research
Customer Interviews
Journey & Flow Mapping
Personas & Segmentation
Usage Analytics
Usability Testing

LANGUAGES

English
Cantonese
Mandarin