

# joanna leung

## CONTACT

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JOLEUNG.COM

## PROFILE

Strong business acumen Product Leader with 10 years of experience building enterprise and consumer digital products for global markets. Methodological problem solver with unending curiosity who combines data, scientific approach and design-thinking to creatively solve user and business problems.

## 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 Hong Kong Polytechnic University | '15-'16

**Leadership Development Program**  
TELUS | '07 - '09

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

## TOOLS

Amplitude  
Pendo  
Coremetric  
Google Analytics  
Omniture  
Magento  
Invision

## EXPERIENCE

### GOANIMATE INC.

SENIOR PRODUCT MANAGER | MAR '17 - JUNE '19

Vyond is a video creation SaaS with 12M customers globally producing 22M+ videos, headquartered in HK and San Francisco. Responsible for the overall product vision, strategy and product backlog.

- Grew active users by 18% YoY and accumulated 55K+ customers globally within 6 months by leading the successful launch of alpha, open beta, and market launch partnering closely with Engineers, Designers, and Data Analysts to build, experiment and iterate
- Spearheaded the user research, ideation and development of the Enterprise features achieving 50% YoY growth in Enterprise sales winning Global Fortune 500 customers
- Coached and mentored junior Product Manager, Engineers and Designers
- Led agile transformation across the organization by nurturing a user centric culture, instituted a user research function, established a user insight database, as well as educated 35+ product development team across US, TW and HK through coaching & workshop

### RALPH LAUREN ASIA PACIFIC INC.

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

Owned the sales and conversion of ralphlauren.com.jp, ralphlauren.com.kr, ralphlauren.com.au, and ralphlauren.asia 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 (Australia, New Zealand, Hong Kong, and Macau)

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

Led a team of 5 to support digital production including multiple social media platforms, EDM, SEM, E-Commerce/ M-Commerce sites for Japan, Korea, South Pacific and North Asia.

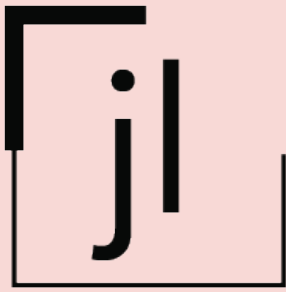
- Reduced annual electronic direct mail (EDM) production cost by 70% (USD\$650K) automating responsive EDM production with an off-the-shelf tool
- Decreased website production cost by ~30% YoY (USD\$130K) by leading process & system improvements, and reforming the production model

### 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



## KEY STRENGTHS

### BUSINESS

International Markets  
Ecommerce  
Pricing & Retention Strategy

### PRODUCT

Product Life Cycle Management  
Agile Transformation  
User Stories / JTBD

### RESEARCH & DATA

A/B & Multivariate Testing  
Competitive Analysis  
Customer Interviews  
Journey & Flow Mapping  
Personas & Segmentation  
Usage Analytics  
Usability Testing

## LANGUAGES

English  
Cantonese  
Mandarin

## 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

### 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

### PRICING SPECIALIST (KODO MOBILE) | MAR '09 - DEC '09

- Developed pricing structure for new mobile data portfolio, through extensive customized modeling, and scenario analysis, forecasted to contribute 40% of new subscribers
- Increased quarterly new subscribers and revenue by 12% through developing, evaluating and executing rate plan pricing initiatives

### MERCHANDISING SPECIALIST | MAY '08 - DEC '08

Managed the in-store experience of the residential telecom product portfolio across Canada with over 110 distribution points.

- Increased the adoption rate of the nationwide digital merchandising program to enhance the in-store experience by address the critical pain points identified through focus groups
- Launched live mobile device program to enhance self-assist customer experience

### PRODUCT MARKETING SPECIALIST | JUNE '07 - DEC '07

Product Marketing lead for the CAD\$9.8M residential telecom fiber optic network market trial. The goal was to identify the shortcomings in the end-to-end customer experience to iterate on in preparation for the market launch.

- Developed and executed the go-to-market plan for our broadband products, collaborating with 80+ cross-functional team members within aggressive timelines