

About

A UX-turned product manager with a proven track record of using research to help products land clients, boost conversion and improve customer experience. I am confident that my experiment-driven approach could help your products achieve success. Let's make great products together!

Experience

Haven Technologies Asia (LifeScore)

Product Manager · Oct 2022 - Mar 2023 · Hong Kong

Product Designer · May 2021 - Sep 2022 · Hong Kong

Started leading LifeScore's product development from Feb 2022. LifeScore is a predictive AI SaaS solution that empowers insurers to quantify life and health risks. LifeScore is developed by Haven Technologies Asia, a MassMutual wholly-owned insurtech SaaS company.

- Refined the product strategy and product roadmap of LifeScore based on user research and concept testing, leading to the acquisition of LifeScore's first client.
- Led a team of 9 data scientists, developers and QA testers for launching LifeScore v2.0 health risk predictive model, v2.1 in-force risk checker and v3.0 model simulator in 2022 (1 new model and 3 new use cases).
- Introduced desirability validation and UX research to LifeScore's product discovery process, proven effective by the increase of sales traction from 1 in 2021 to 5 in 2022.
- Actively sought data and reinsurer partnership, built a partnership with a key reinsurer for LifeScore in 2022.
- Conducted two company-wide workshops and set up a UX research protocol to promote design thinking and UX research for product growth, inspired 4 out of 5 product scrum teams in Haven Technologies Asia to start research initiatives in 2022.

AIA Group (AIA Vitality)

UX Researcher · Sep 2020 - Mar 2021 · Hong Kong

Planned and executed qualitative and quantitative research for AIA Vitality app across multiple markets in Asia Pacific. AIA Vitality app is a leading science-backed wellness programme developed by AIA and Discovery Limited, which awards policyholders for their healthy lifestyle.

- Conducted a large-scale survey research of up to 3000 disengaged users to understand the reasons for non-usage of the AIA Vitality app in Hong Kong, Thailand and Malaysia.
- Compiled an app improvement report based on a study of the ratings and reviews in App Stores, pointed out key reasons for rating downward trend for the app in Android Play Store in Hong Kong, Singapore and Malaysia.
- Carried out a journey mapping exercise to remap the onboarding journey for new users in their first 6 months of using the app, resulting in a new flow design that empowered both power users and disengaged users to boost engagement.
- Led 2 UX designers to redesign Vitality's device linking process based on research findings, which achieved an 88% completion rate and a 4/5 ease of use rating.

SmarTone Telecommunications

Senior UX Designer · Apr 2018 - Mar 2020 · Hong Kong

Managed the end-to-end UX process from research to design for SmarTone's online commerce and subscription channels. SmarTone Telecommunications is one of the leading telecommunications in Hong Kong.

- Analyzed the conversion funnel and executed experiments to increase online broadband subscription, leading to an increase of conversion rate from 2% to 3%.
- Introduced research methods such as experiments, data analytics, user interviews to the design team, coached 2 junior UX designers to start using data analytics for design.
- Pitched a new sales flow that bridged the online/offline customer experience through customer journey mapping with positive feedback. Set up task forces to continue progress on the new sales system development.

ikky Limited

Senior UX Designer · Sep 2017 - Nov 2017 · Hong Kong

Hired as a UX designer to help the struggled ikky booking platform to increase booking numbers and users. ikky is a booking app that offers restaurant, beauty salon, doctor booking services in Hong Kong.

- Conducted user interviews to identify usability problems of IKKY's booking app and website, Analyzed data and user feedback to identify key pain points and drop-offs in the app.
- Proposed and launched a new design that fixed the issues of broken booking and restaurant search journeys based on findings from user interviews and data analytics.

Freelance Work

UX Designer · Aug 2016 - Apr 2017 · Hong Kong

Worked as a freelance UX designer to help startups validate, refine product ideas, and execute UX design for development.

- Worked with B2C startups Around Technology Ltd., NeighbourCar, Senior Kingdom, Investment Clans and B2B SaaS startups Seekers Advisors Limited, Pop2Space, Knitup.

Education

User Experience Design Immersive

General Assembly

Mar 2016 - Jun 2016 · Hong Kong

Master of Philosophy, Communication

Chinese University of Hong Kong

Sep 2014 - Jun 2017 · Hong Kong

Bachelor of Social Science, Journalism and Communication

Chinese University of Hong Kong

Sep 2010 - Jun 2013 · Hong Kong

Teaching

City University of Hong Kong

Internet Communication [more info](#)

2017/18 S1, 2018/19 S1, 2019/20 S1, 2020/21 S1, 2021/22 S1

Introduction to Prototyping

2017/18 S2, 2018/19 S2, 2019/20 S2, 2020/21 S2, 2021/22 S2

Chatbots 101

2019/20 S1, 2020/21 S2, 2021/22 S2

Certifications

Product Management Foundation

Reforge

Professional Scrum Product Owner™ I (PSPO I)

Scrum.org

Professional Scrum™ with User Experience 1 (PSU 1)

Scrum.org

Professional Scrum Master™ (PSM 1)

Scrum.org

UX Certificate (UX Management)

Nielsen Norman Group

Methods and Skills

Agile Methodology · Competitive Analysis ·
Design Thinking · Experiment & A/B Testing ·
Funnel Optimization · Google Analytics ·
Product Design · Product Roadmapping ·
Product Strategy · User Research

Activities

Angelhack · Dancing · Design Jam ·
Longboarding · Mixology · Scuba diving ·
SmarTone Hackathon · Snowboarding ·
Windsurfing