Jeson Lee

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EXPERIENCE

HACKcelerator, *Product Consultant*, San Francisco, CA   August 2018 – Current

- Advised SF based startups in UX, product strategy and market research for a 12-week accelerator.
- A team was named **runner-up** against 18 other global finalists in the Global Demo Day.

HaloGas, *Co – founder / Head of Product*, Kuala Lumpur, Malaysia   June 2015 – March 2018

- Led the end to end product lifecycle and drove **a cross-functional team of 15** in building, iterating and scaling the product nationally to **18 cities** in Malaysia.
- Grew usage from 0 to **80,000 users** and a **network of 300+ delivery partners** in 15 months.
- Increase **monthly revenue by 45%** after introducing dynamic delivery pricing in different districts/cities.
- Drove product decisions which resulted in an increase of order fulfilment rate by **30%** in 5 months.
- **Shipped 3 core products** which include a web app, driver's mobile app, and B2B analytics dashboard.
- Raised **$280,000 USD** through 2 rounds of seed funding from angel investors with domain expertise.
- Attained regulatory approval, overcame PR crisis, and navigated investment pull-out that was crucial for keeping the company afloat and continue growing.

HackHighSchool, *Machine Learning Author and CS Instructor*, Fremont, CA   July 2018 – May 2019

- Introduced, designed and launched a comprehensive **Intro to Machine Learning** course with a team of two editors for a programming boot camp. **40 students** enrolled in the first cohort.
- Recruited, trained and worked with instructors for the boot camp and analyzed feedbacks to improve it.
- Instructed **150+ students** in Intro to Python, Python OOP, and Data Science in Python during the summer.

PROJECTS

Ideadocs.co (Google Docs for post-it board), *Product Manager and Engineer*

- Led product development, conducted 12 user interviews, and prioritized the core features of the product.
- Shipped the first version of the product alongside with a DevOps and Front-end engineer.
- Grew from **0 to 80 monthly active users** across 12 countries, received over **1000 registered users**.

Hashnotes.app (Fully encrypted journaling app), *Product Manager and Engineer*

- Spearheaded the product roadmap and shipped the app for Android and IOS in a team of 2.

VOLUNTEER EXPERIENCE

AngelHack, *Judge*, San Francisco, CA   July 2018 – May 2019

- Invited as a hackathon judge for 2 consecutive years alongside with other prominent product managers.

AWARDS

- **Global Student Entrepreneur Award 2016**: Selected as **Malaysian champion** for HaloGas out of 35 student entrepreneurs; competed globally with 50 other national champions in Bangkok, Thailand.

SKILLS

- **Product**: Communication, Collaboration, Go-to-Market Strategy, Growth, SEO, Data Analytics, UX
- **Technologies**: React, React Native, Redux, GraphQL, Apollo, Rails, Postman, Axios, SQL(MySQL, PostgreSQL), NoSQL(MongoDB), Heroku, AWS, Numpy, Pandas, Scikit Learn, Git

EDUCATION

- **42 School Silicon Valley –** Software Engineering *(April 2018 – June 2019)*
- **Product School** *– Product Management (Certification)*