

# ROY CHUA

New York, NY | Singapore, Singapore

M: +1 (929) 609 3006/ +65 9786 0507 | E: [roystal@gmail.com](mailto:roystal@gmail.com) | <https://www.linkedin.com/in/roy-chuayz/>

---

For US-based Roles: Eligible for Lottery-free and I-129 exempt [H1B1 Visa](#)

Innovative, goal-oriented, and data-centric graduating student (May 2024) with experience and expertise in managing mobile digital products from concept to launch. Proficient and knowledgeable in data visualization, creating product data pipelines, UX development and design, cross-functional team collaboration and excellent stakeholder engagement.

---

## PROFESSIONAL EXPERIENCE

---

### **SILVERSTEIN PROPERTIES | NEW YORK, NY | 2022 - 2023**

REAL ESTATE & HOSPITALITY MOBILE PRODUCT MANAGEMENT

#### **Product Manager Intern (Aug 2022 - Present)**

- Directed product strategies and coordinated with engineering and designing teams to develop the Inspire App, amassing a user base of 10,000
- Implemented application analytics, measuring Application KPIs and reducing over 60 hours of operational user research and feedback review
- Worked with Sales and Marketing Teams to analyze and define potential user segments for marketing campaigns, employing go-to-market strategies driving app sign up rates by 60% and daily app traffic by 35%
- Liaised with external stakeholders and evaluated technical documentation and data requirements with internal teams to allow seamless integration with third-party software for the mobile application
- Defined and execute a product roadmap based off company's OKRs and customer's feedback. Manage product backlog and prioritize user stories for company's products based on business value and user needs
- Provided a framework for app documentation, including product requirements, specifications, and user manuals

### **BEEP | SINGAPORE, SINGAPORE | 2022**

E-MOBILITY AND MOBILE PRODUCT MANAGEMENT

#### **Product Manager Intern (May 2022 - July 2022)**

- Work closely with engineering, design, and QA teams and designed product flows using Figma with usability criterion to ensure successful development and delivery of the EVA App, a mobile application for Singapore's first Electric Vehicle Accelerator
- Collaborated with Engineering to model API Docs, SDKs, and developer documentation, to ensure smooth integration of application third-party hardware and services
- Do product research into complex business/product opportunities in the Web3/Environment space across different business units/entities, geographies, and product lines, creating hypotheses and translated it into analysis requirements and identify significant insight
- Planned and launched Singapore's first e-Roaming Pilot Demonstration Event with over 30 key industry participants, with media coverage in 3 major national outlets

### **ERNST & YOUNG | SINGAPORE, SINGAPORE | 2021**

TECHNOLOGY AND STRATEGY CONSULTING

#### **Technology Consulting Intern (Jun 2021 - Aug 2021)**

- Collaborated closely with clients to understand their business objectives and challenges, providing strategic guidance and recommendations on technology solutions through defining key milestones, identify implementation priorities, and provided guidance on technology investments and resource allocation
- Worked closely with clients to understand their product pain points and develop comprehensive technology roadmaps aligned with their business objectives and aligning priority-based milestones to solve user pain points
- Developed PRD documentation for the project and ensuring product alignment with regulatory requirements and industry best practices
- Collaborated with cross-functional teams to establish and maintain compliance frameworks, mitigating risks and ensuring adherence to data privacy and security standards

## **NTUC ENTERPRISE | SINGAPORE, SINGAPORE | 2020**

### **DATA ANALYTICS**

#### **Data Analyst Intern (Feb 2020 - July 2020)**

- Leveraged advanced data analysis techniques to extract insights and identify trends from large and complex datasets, providing actionable recommendations to drive business growth and optimize decision-making processes.
- Collaborated with stakeholders from various departments to understand their reporting needs and translated them into visually appealing and interactive dashboards, effectively presenting key metrics and facilitating data-driven decision-making
- Acted as a subject matter expert, providing guidance and training to internal teams on Google Data Studio Data Visualization. Conducted workshops and knowledge transfer sessions to executives within the company

---

### **EDUCATION**

#### **National University of Singapore – Singapore, Singapore**

*Bachelor of Computing in Information Systems Hons (Distinction) – (GPA 4.47/5.0)*

- *Certificate of Merit in ICT Solutioning*
- *Top Student in Database Management & Visualization Course*
- *Accepted into NUS top entrepreneurship program - NUS Overseas Colleges (New York)*
- *Google DSC Hack for Good 2022 Finalist*

---

### **SKILLS & COMPETENCIES**

Agile Methodologies (Scrum, Kanban) / Monday / JIRA / Figma / Tableau / Google Data Studio / Java / Python / JavaScript / Angular.JS / Jakarta EE / HTML / CSS / Dart (Flutter)