

My Experience

-  Microsoft
2022 - Present
Enterprise **Ads** platform for publisher
-  MasterCard
2021 - 2022
Data platform
-  Indeed
2021
Job seeker **Ads**
-  AU Optronics
2020
Work dispatch system
-  Goodlife Technology
2016 - 2019
E-commerce websites

My Experience in Microsoft

- Enterprise users: Setup → Plan → Execute
- SMB users (small to medium business): Home + onboarding revamp

Enterprise users - Setup

Project

Setup workflow redesign

Specifics

Identified frictions and designed new solutions without changing backend structure.

Impact

Improve efficiency from 1.5 hours to 3 minutes

Product Logo

Search

Project

Create New Native Assembly

Template

Setup

Placement

Review & Enable

Basic settings

Name *

What size do you want the rendered ad to be? *

Select size

Select template *

What do you want the rendered assets to look like? You can choose a template that gets you started quickly — don't worry, you can always change it later — or you can write your own code from scratch. You'll get to customize font and color in the next step.

Image at the Top

Recommended

10 Breakfast Foods That Everyone Needs in Their Diet

Turn yourself into a morning person with these breakfast recipes and tips that are guaranteed to boost attention, productivity, and energy.

Image in the Middle

Recommended

10 Breakfast Foods That Everyone Needs in Their Diet

Turn yourself into a morning person with these breakfast recipes and tips that are guaranteed to boost attention, productivity, and energy.

Image at the Bottom

Recommended

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Image on the Right

Recommended

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Image on the Left

Create from Scratch

Back

Next

The screenshot shows the 'Create New Native Assembly' interface in the Product Logo application. The left sidebar shows a navigation path: Project > Create New Native Assembly. The main area has a title 'Create New Native Assembly' with a back arrow. On the left, a vertical stack of four circles indicates the workflow: 'Template' (filled blue), 'Setup' (outline), 'Placement' (outline), and 'Review & Enable' (outline). The 'Template' step is currently active. To its right is a 'Basic settings' panel with 'Name *' and 'Select size' dropdown fields. Below this is a 'Select template *' section with a descriptive text. Four template options are shown in cards: 'Image at the Top', 'Image in the Middle', 'Image at the Bottom', and 'Image on the Right', each with a 'Recommended' button. At the bottom are two more options: 'Image on the Left' and 'Create from Scratch'. The bottom right features 'Back' and 'Next' buttons.

Enterprise users - Plan

Project

New forecast feature

Specifics

Led design initiative, secured stakeholder buy-ins, and successfully added feature to roadmap.

Impact

Address the gap of current over \$300K monthly recurring revenue

Product Logo

Search

Home Advertisers Publishers Forecasting Reporting

Forecast Builder

Create Results 0

Set targeting (0) Next 7 days (Jul 21–27) Advanced filters (0) Apply

Forecast overview

Availability (impressions) Capacity (impressions)

23K **3M**

23,456 3,456,789

Date	Capacity (impressions)	Available (impressions)
08/01	~2,000,000	~1,800,000
08/02	~1,900,000	~1,400,000
08/03	~2,000,000	~1,600,000
08/04	~1,900,000	~1,700,000
08/05	~1,950,000	~1,550,000
08/06	~2,200,000	~2,200,000
08/07	~2,300,000	~2,200,000

Competing Line Items

Line Item Name	ID	Advertiser	Start date	End date	Delivery type	Priority	Revenue
Line Item ABC	1234567	Advertiser ABC	08/01/2024	08/31/2024	{Type}	10	{Type}
Line Item ABC	1234567	Advertiser ABC	08/01/2024	08/31/2024	{Type}	10	{Type}

Enterprise users - Execute

Project

In-context troubleshooting

Specifics

Interviewed the service team and streamlined layered information into a clear presentation.

Designed a single pattern to cover multiple scenarios.

Impact

Reduce related support ticket number

The screenshot displays a software interface for managing advertising campaigns. On the left, a sidebar shows a list of 'Line Items' with 12 Upcoming and 36 In Progress items. The main area focuses on 'Line Item ABC' (1234567), which is currently Active. The interface includes tabs for Settings, Analytics, Troubleshooting (which is selected), and History. A note at the top right says 'Please visit our [status page](#) for system incident updates.' The Troubleshooting section lists 'Blocking issues' (4): 'Insertion Order (Name-of-insertion-order 1234567) is inactive.', 'This Line Item is inactive.', and 'No Creatives is associated to this Line Item.' Below this, a 'Potential under-delivery causes' section notes that the line item's availability (300K) is not enough for its delivery goal (500K). The 'COMPETITION' section states that while there is enough capacity overall, competition from other line items limits availability. A summary bar at the bottom shows Availability (300K), Contention (600K), Capacity (900K), Goal (500K), and Capacity (900K).

Product Logo

Search

ADV Example Advertiser (1234567) / IO Example Insertion Order (1234567)

Line Items + New ↑ Import

Upcoming (12) In Progress (36)

Name

Object A – Q2 Brand Awareness 2020

Object A – March Madness 2020

Object A – Memorial Day 2020

Object A – Q2 Brand Awareness

Object A – Q2 Retargeting

Object A – Q2 Social Good

Object A – 2020 Q2 Spring 2020

Object A – 2020 Q2 April Deals

Object A – 2020 Q2 May Deals

Object A – 2020 Q2 June Deals

14 Objects

Line Item ABC (1234567) Active

Settings Analytics Troubleshooting History

Please visit our [status page](#) for system incident updates.

Last Update: 12/01/2023 9:00 ET Refresh

Issues and Causes

Blocking issues (4)

Following issues are blocking the Line Item's eligibility to serve.

Insertion Order (Name-of-insertion-order 1234567) is inactive. Edit IO

This Line Item is inactive. Edit LI

No Creatives is associated to this Line Item. Edit LI

Potential under-delivery causes

The Line Item's availability (300,000 imps) is not enough for the delivery goal (500K)

COMPETITION

The selected inventory for this Line Item has enough capacity. However, this Line Item faces competition from other Line Items. This competition results in limited availability, preventing this Line Item from fulfilling the delivery goal.

Availability	300K
Contention	600K
Capacity	900K

Goal (500K)

Capacity (900K)

SMB users (small to medium business)

Project

Home + onboarding revamp

Specifics

Redesigned the homepage and onboarding workflows with responsive functionality.

Impact

Monthly users completing onboarding increase 50%

Product Logo (SMB) Search

Your Performance Snapshot

Balance \$45.08 earned since last payment Payout! \$45.08 / \$100 View Payment

Performance Last 30 days

Net Revenue (USD)	Filled impressions	Viewable impressions
\$300.56	523.8k	196.5k
eCPM	Viewability rate	CTR
0.57%	0.38%	0.01%
View Reports		

Performance Last 30 days

Net Revenue (USD)	Filled impressions
\$300.56	523.8k

Viewable impressions Clicks

196.5k	1.3k
eCPM	Viewability rate
0.57%	0.38%
CTR	0.01%
View Reports	

Recommendations

- Set up payment method Provide payment details to ensure your revenue is paid out correctly. Call to Action
- Enable Google Mediation This will ensure that Microsoft ads are only served if their predicted value is higher than other platforms can offer. Call to Action
- Enable mobile bidding Install this and increase who can Call to Action

Announcements

- A new thing has happened Jan 1, 2021 We will tell you more about the thing that
- A new thing has happened Jan 1, 2021 Allow us to provide you with detailed information
- Introduced announcement Jan 1, 2021 Action title

Product Logo (SMB) Your Performance Snapshot Balance \$45.08 earned since last payment Payout! \$45.08 / \$100 View Payment

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