

CHAU SHYANG CH'NG

Data | Product | Tech

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SUMMARY

Experienced data lead with 7 years of expertise in integrating data with products and businesses, including 3 years in product management roles focused on data, AI, and machine learning in both startup and multinational settings.

I am eager to take on a challenging AI product management role where I can craft beloved products through the power of data and insights. My track record includes leading diverse teams, successfully launching AI products, and consistently generating actionable insights to drive innovation and strategic growth.

EDUCATION

University Tunku Abdul Rahman

Bachelor's Degree in Actuarial Science
2016 - 2020

SKILLS

- SQL
- Python
- Machine learning
- Data analytics
- Data engineering
- Tableau
- Looker Studio
- Segment.com
- Amplitude
- Product managing
- Design testing
- Web development
- Java script
- Next.js
- Agile-scrum
- Sprint planning
- Strategic thinking
- Problem-solving
- Strategy thinking

PROFESSIONAL EXPERIENCE

Lead Data Product Manager

Biomark | Oct 2022 - Present

- Oversee and lead the data team, responsible for managing data pipelines; pioneered the adoption of cutting-edge data technologies (Snowflake, DBT, Airbyte, DuckDB, Prefect), resulting in a 3X enhancement in query performance. Constructing data warehouses and providing data-oriented business direction.
- Improved data extraction efficiency by 2X by developing an AI prototype to automate PDF medical report extraction,
- Improve B2B sales conversion rate by ~20% by developing a beautiful data-driven Corporate Health Screening Report as a product for corporate clients.
- Spearheaded the implementation of a comprehensive product analytics function across all platforms, resulting in a 30% increase in user engagement through targeted analysis of user behavior data, enabled by the successful integration of Segment Event and Amplitude.

AI Product Manager

MoneyLion | July 2021 - Oct 2022

- Led the AI and data science functions for MoneyLion Marketplace and Feed, aligning product focus and AI strategy with the company's strategic vision.
- Launched AI Recommender to improve product recommendations to users and successfully increased engagement rate by 20%.
- Pioneered data-driven hypotheses to drive product enhancements. Worked with data scientists to implement successful statistical hypothesis tests that enhanced product personalization, resulting in a 20% increase in annual revenue.
- Sprint planning and prioritized backlogs and provided regular updates on outcomes to stakeholders and other business units.
- Successfully collaborated with cross-functional teams to develop and launch new user flow that improved revenue growth and cross-product selling.

PERSONAL PROJECTS

- AI Medical Agent
(github.com/cshyang/langchain-pdf-medical-agent)
- Mini Product Recommender
(<https://github.com/cshyang/mini-product-recommender>)
- AI Todo Sumamry
(<https://github.com/cshyang/ai-todo-summary>)
- Netflix Clone (netflix-clone-4c05e.web.app)
- Deep Learning - Fashion GAN
(github.com/cshyang/deep-learning-tutorial/blob/main/fashion-gan.ipynb)

PROFESSIONAL EXPERIENCE

Lead Country Market Analyst

Grab | Jan 2019 - Dec 2020

- Led analytic function in Grab Marketing Malaysia, the go-to person for data questions and reconciliation needs.
- Established campaign analysis Standard Operating Procedures (SOP) and automated the campaign analysis process, resulting in a 70% reduction in operational efforts and time consumption.
- Developed multi-touch attribution models for the e-Tunai Rakyat campaign 2019, improving operation and budget efficiency by ~20%
- Created user-focused reports and dashboards and provided business intelligence to GrabFood, GrabPay, and GrabCar Malaysia. Using Tableau, Holistic.io, and other data tools.

Digital & Analytics Consultant

Artefact | July 2017 - Nov 2018

- Acted as the main point of contact between key clients and understood client needs and objectives to provide tailored solutions.
- Championed A/B testing and analytics-driven account strategies, boosting decision-making efficiency by 30%.
- Orchestrated the Google Tag Manager rollout and website tagging across 30+ websites in eight countries for five brands, leading to standardized engagement metrics in GA360 and real-time monitoring in Looker Studio.
- Engineered an automated data workflow utilizing Zapier, JavaScript, and Python, enhancing operational productivity.
- Crafted comprehensive dashboards that distilled complex metrics into actionable KPIs.
- Managed client campaigns with a keen eye on budget efficiency and strategic execution, ensuring seamless operations.
- Halved the team's reporting time by developing automated dashboards and integrating Supermetrics with Google Data Studio.
- Directed multi-channel campaigns (including Google, FB, IG, LinkedIn, Yahoo Japan, Naver), propelling client performance in leads and conversions.

Digital Media Analyst

Persuasion Technologies | August 2015 - July 2017

- Developed digital strategies and business/campaign funnels.
- Achieved 30% reduction in Cost Per Lead (CPL) and Cost Per Acquisition (CPA) by implementing data-driven A/B testing on landing pages, audience targeting, copywriting optimization, and fine-tuning attribution models.
- Proficiently identified actionable insights and key business funnels derived from digital campaigns, conducted comprehensive Google Analytics audits, and performed insightful SEO audits.
- Led customer clustering and segmentation projects with machine learning.