

Professional Experience

Matmetrics.ca

Project Coordinator

Aug. 2023 – Present

Toronto, Canada

- Analyze Purchase and Checkout Journey data from Google Analytics 4 to identify bottlenecks, leading to a redesign of e-commerce homepage and checkout flows using Figma, reducing bounce rates by 10%.
- Research user behavior across mobile devices, providing insights to optimize product selection, add-to-cart and overall navigation of the website based on user-centric design principles.
- Design process workflows and documented system improvements using Visio and Draw.io, aligning feature enhancements with business requirements and UX/UI principles.
- Facilitate feature refinement meetings with developers and business users to meet business requirements.

Lifeline Canada

Personal Response Associate

May. 2022 – Feb. 2024

Toronto, Canada

- Streamlined customer issue tracking and resolution processes, achieving a 95% resolution rate.

A.S. Watson Group

Digital Services Specialist

Jan. 2021 – Mar. 2022

Hong Kong

- Served as Product Owner for the “Moneyback” loyalty app (3M+ users), gathering requirements from business users, designing end-to-end flows for the app and backend system (CMS & CRM) for new features and campaigns. Coordinated with developers and UX/UI designers during bi-weekly Agile sprints to ensure timely updates aligned with business objectives and timelines.
- Developed system guidelines to support business users in daily app operations, such as setting up promotions and managing coupons in CMS. Partnered with business users to leverage customer data for segmentation strategies, enhancing engagement through personalized coupon distribution and targeted marketing campaigns.
- Collaborated with cross-functional teams to coordinate UAT and QA testing using Jira, resolving defects and reducing backlog by 15% for app performance optimization.
- Reviewed feedback from senior management, marketing team, development team, and customers to improve product features for a better user experience.
- Investigated and resolved daily operational issues reported by customer service, including complaints about loyalty point redemption, app crashes, and incomplete app data, ensuring a seamless user experience and system reliability.

A.S. Watson Group

Full Stack Marketing Intern

Aug. 2020 – Dec. 2020

Hong Kong

- Conducted a 2-month UX optimization project to enhance the product recommendation algorithm based on insights derived from GA4 and heatmap reports, increasing eStore conversion rate by 15%.
- Supported the “Fillfull” eStore project with digital content management, including optimizing copywriting for the blog section to promote products, increasing organic post reach and social media followers by 10%.
- Collaborated with developers and the customer service team to identify areas for bug fixes and feature enhancements based on user feedback, boosting customer engagement.

Skills

Digital Tools: Google Analytics 4, Jira & Confluence, Figma, Oracle Siebel CRM, Microsoft Power Platforms

Project Management: Agile (Scrum), Sprint Planning, UAT Testing, Quality Assurance, Risk Analysis

Communication: Requirement Gathering, Stakeholder Management, Content Management, Reporting and Documentation

Certifications

Entry Certificate in Business Analysis (ECBA) – IIBA

Mar. 2025 (Expected)

Google Analytics Certification – Google

Jan. 2025

Microsoft Certified: Power Platform Fundamentals – Microsoft

Dec. 2024

Professional Scrum Master™ I (PSM I) – Scrum.org

Mar. 2022

Education

George Brown College — Postgraduate Diploma, Information Systems Business Analysis

2024 – Present

City University of Hong Kong — BBA, Major in Information Management

2016 – 2020