

**Name:** Yeung Kin (Gary) Li

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**Mobile Number:** 647-550-5912

**Education & Qualifications:** University of Waterloo, CA (Graduate in 2020)  
Master of Digital Experience Innovation

**Certification:** The Pennsylvania State University, USA (2013)  
Bachelor degree of Information Sciences and Technology (GPA 3.55)

Six Sigma Green Belt (2019)  
Customer Analytics by University of Pennsylvania (2018)  
Professional Scrum Master I (2017)  
Certified Scrum Master (2016)  
Google Analytics Individual Qualification (2017)  
Diploma in Graphic Design with Adobe Illustrator & Adobe Photoshop (2015)

**Last Employer:** HSBC

**Last Position:** Business Analyst (Assistant Manager)

**System Skills:** Programming Language:  
JavaScript, jQuery, Java, HTML, and CSS

Application Software:  
JIRA, Confluence, Adobe Photoshop, and Adobe Illustrator

**Languages:** English, Cantonese, and Mandarin

## Employment History

**Feb 2019 – Aug 2019**      **HSBC, Hong Kong**  
**Business Analyst (Assistant Manager)**

HSBC Holdings plc is a British multinational investment bank and financial services holding company. It was the 7th largest bank in the world by 2018, and the largest in Europe, with total assets. HSBC has around 3,900 offices in 67 countries and territories across Africa, Asia, Oceania, Europe, North America, and South America, and around 38 million customers. As of 2014, it was the world's sixth-largest public company.  
<https://www.hsbc.com.hk>

## Projects:

### 1. HSBC General Insurance - Voluntary Health Insurance Scheme (VHIS)

VHIS is a policy initiative implemented by the Food and Health Bureau (FHB) to regulate

indemnity hospital insurance plans offered to individuals by insurance companies. The participation by insurance companies and consumers is voluntary. Under the VHIS, the participating insurance companies offer certified individual indemnity hospital insurance plans for consumers to purchase voluntarily. HSBC partners with AXA to introduce a brand new VHIS insurance plan in multiple channels.

## **2. HSBC Life Insurance - Wealth Investment Insurance Plan (WIIP)**

HSBC INHK introduced a Wealth investment insurance plan ten years ago. The plan includes a guarantee special bonus and loyalty bonus which require to be delivered the bonus value to all the customers by June 2019.

### **Responsibilities (Transformation Business Analyst & Assistant Project Manager):**

- Collected user requirements from different departments and converted those requirements into user stories and used them to work with IT Scrum team to do development
- Built strong relationships with stakeholders based on a good understanding of their objectives and the services they require to meet those objectives
- Provided Scrum project service in Agile methodology for HSBC
- Reviewed and provide feedback on business and functional specification on documents
- Analysed and able to operate effectively with ambiguous and incomplete data
- Project in charge
  - Resource estimation
  - Project scheduling
- Reviewed business rules and functional specifications
- Arranged UAT in project cycle and aware of testing process and experience of performing testing
- Compiled user requirements for system enhancements
- Participated in re-engineering and recommended solutions for continuous process improvement
- Provided production support service to the end user
- Experienced in web based and bank projects
- Worked with business to identify the organisation/system's strengths and weaknesses, suggest areas for improvement, and define integrated business solutions for internal stakeholders
- Validated initiatives raised by business stakeholders, and partner with business to shape new project initiatives;
- Managed project solution delivery by coordinating involves parties to enable successful project execution
- Highly developed communication skills, both written and verbal, to explain complex or technical issues

**Feb 2017 – Feb 2019**

**Capco, Hong Kong  
Consultant**

Capco is a global management consultancy with a focus in financial services including banking and payments, capital markets, and wealth and asset management. Capco serve its clients from offices in leading business centres across North America, Europe, Asia Pacific and Africa.

## Projects:

### **1. HSBC Global Business Banking Proposition (GBBP)**

The core objective of the entire digital transformation program in Agile methodology is to introduce a brand new online business banking proposition in the UK, Hong Kong, and Pearl River Delta (PRD) region to strengthen the bank's market position and offerings. This features various strategic enhancements including Virtual Assistant, Online Co-Browsing sales tools, fintech accounting software integration and other innovative solutions to deliver revolutionary solutions to the bank's customers. The programme was successfully rolled out between 2017-18 and has realized over USD235m of revenue uplifts and cost savings for the bank.

### **Responsibilities (Digital Analyst & Assistant Project Manager):**

- Collected user requirements from different departments and converted those requirements into user stories and used them to work with IT Scrum team to do development
- Provided Scrum project service in Agile methodology for HSBC
- Reviewed and provided feedback on business and functional specification on documents
- Prepared Training materials, provided user training and implementation support
- Project in charge
  - Resource estimation
  - Project scheduling
- Reviewed business rules and functional specifications
- Arranged UAT in project cycle
- Compiled user requirements for system enhancements
- Participated in re-engineering and recommended solutions for continuous process improvement
- Provided production support service to the end user
- Experienced in web based and bank projects

### **2. HSBC Digital Solutions (Wealth and Insurance) - Life Insurance (FirstSave)**

HSBC INHK business are seeking to introduce to market a new 'Sustainable Endowment' life insurance product, targeting Hong Kong millennial. The proposition is an insurance product on digital channel, which was using Agile software development methodology, with a savings element allowing customers to enjoy accumulated savings with guaranteed returns plus life cover for 5 years. The product objective is to digitally serve a newly manufactured short term sustainable endowment product that meets the needs of our millennial customer base.

### **3. HSBC Digital Solutions (Wealth and Insurance) - Life Insurance (TargetSave)**

To continue leveraging on our growing digital capabilities and echo the Insurance Authority's initiative to promote development in the InsureTech space, INHK would like to launch a digital journey on HSBC Personal Internet Banking (PIB) for a non-participating endowment life insurance product, with the aim to not only enhance customer experience by providing an additional channel, which is secure and authenticated for customers to learn and apply for life insurance products, also broaden our digital product suite (which is currently limited to term life products), and customers' choice to fulfil an universal need for savings and create a proposition to target the next generation Premier customers.

**Responsibilities (Digital Analyst):**

- Collected user requirements from different departments and converted those requirements into user stories and used them to work with IT Scrum team to do development
- Provided Scrum project service in Agile methodology for HSBC
- Worked with business to identify the organisation/system's strengths and weaknesses, suggest areas for improvement, and defined integrated business solutions for internal stakeholders
- Validated initiatives raised by business stakeholders, and partnered with business to shape new project initiatives;
- Managed project solution delivery by coordinating involves parties to enable successful project execution;
- Interpreted data and insights to underpin the feasibility and design of digital features and functions
- Reviewed and provided feedback on business and functional specification on documents
- Prepared Training materials, provide user training and implementation support
- Assisted in growing the business' usage of Business Intelligence tools to drive efficiency in reporting.
- Experienced in web based and bank projects

**Nov 2015 – Nov 2016****International Customer Loyalty Programmes Ltd., Hong Kong  
Business Analyst**

ICLP is recognized as a worldwide leader in loyalty marketing and customer relationship management. We offer expertise and experience in everything required to create loyal, profitable customers. From insights and proposition development to the delivery and operation of programmes, they have profitably influenced millions of customers on behalf of their own clients.

Since 1987, ICLP has grown with the success of its clients and now has 16 office locations across 15 countries over 6 continents around the globe. They combine multi-sector expertise with powerful global and local intelligence to understand and deliver against your unique loyalty needs.

<http://www.iclployalty.com/>

Projects:

**1. AsiaMiles iRedeem**

**2. AsiaMiles Redeem Travel Retail Platform**

**Responsibilities:**

- Reviewed and provided feedback on business and functional specification on documents
- Collected user requirements for system enhancement after system implementation
- Prepared Training materials, provided user training and implementation support
- Provided project service for Asia Miles and Cathay Pacific Airways
- Project in charge
  - Resource estimation
  - Project scheduling

- Quality assurance
- Reviewed business rules and functional specifications
- Led the testing team to perform the UAT testing
- Arranged UAT in project cycle
  - Prepare test plan
  - UAT execution
  - Provide system briefing and briefing materials to end user
  - System implementation health check
- Compiled user requirements for system enhancements
- Participated in re-engineering and recommend solutions for continuous process improvement
- Provided production support service to the end user
- But mainly focus on air related projects
  - Frequent Flyer Program – FFP (CRM) project
  - Internet Booking Engine project

**Mar 2015 – Jun 2015                      Profit Smart Ltd., Hong Kong**  
**Information Technology Supervisor**

**Responsibilities:**

- Communicated with internal and external parties to ensure project requirement is well-defined and responsible on the deliverables quality (UAT)
- Analyzed user requirement and created documentations to present solutions for business users, developers and project approval units
- Consolidated project estimation and composed internal quotation and project timeline
- Developed & maintained Intranet, ordering system, and Point of Sales system (POS)
- Advised on Information Technology issues and upgraded the computing system

Reason for leaving: Company restructure and the whole IT office has moved to China

**Jul 2013 – Mar 2015                      Cherrypicks, Hong Kong**  
**Web Developer**

Cherrypicks is recognized as a global leader in mobile innovation. Award-winning innovations, patent-pending technologies, and a passionate team allow Cherrypicks to win close to a hundred global and local awards in technology, design and marketing areas.

<http://www.cherrypicks.com/>

Project:

**HSBC Global Service Platform (GSP)**

**Responsibilities:**

- Developed and did deployment of web-based applications on different platforms
- Prepared documentation on system design, technical specification and user guide

**Sep 2012 – Jan 2013**  
**IT intern**

**Blue Bell Marketing, USA**

**Responsibilities:**

- Updated and edited websites
- Improved websites SEO and SEM