

Ling Huang

Product Manager

Professional Product Manager with tremendous industry experiences. Aim to use proven Product Management, Data Analytics and Stakeholder Management skills to join your team.



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Work Experience

Product Manager

Lazada South East Asia Pte. Ltd.

2019.03 ~ now

Managed the Enterprise Technology products:

HR domain systems (Performance Management System, Compensation and Benefit System, Employee Portal, Ticketing System, Learning Management System etc.), Procurement domain system (Purchase Requisition, Sourcing, Bidding, Contract, Purchase Order, Goods Receive/Return).

Worked across different functions (business stakeholders, UI designers and engineering teams) in different countries.

Translated the business requirements into product requirements and from the business cases into use cases.

Created the product requirements document, the wireframes and low-fidelity prototypes.

Leveraged the data analytics to justify the business value of the requirements.

Planned the product roadmap and compiled the product backlog.

Regularly held the meeting with business stakeholders and senior managements to update the product strategy and roadmap progress.

Iteratively improved the products with new enhancements.

Consultant

LogicBay Corporation

2011.12 ~ 2018.10

Managed the Cloud-based SaaS products such as Learning Ecosystem, Learning Management System, Video platform and ILT platform etc.

Supported Asia Pacific clients:

Caterpillar Asia, Caterpillar China, Caterpillar Japan, Caterpillar of Australia and over 20+ Caterpillar dealerships in Asia Pacific (Greater China, ANZ, Japan and SE Asia).

Collected the business requirements from clients.

Proposed product enhancements to boost the adoption rate.

Liaised with internal engineering team to implement the new features and enhancements.

Assisted in new features go-live and release activities.

Conducted product training via webinar and classroom workshops.

Generated and maintained the documentations for all product related activities.

Reviewed the product issues with the business stakeholders periodically.

Education

Singapore Management University

2019~2021

Master of IT in Business

National University of Singapore

2007~2009

Master of Science in Electrical Engineering

Beijing University of Posts and Telecommunications

2003~2007

Bachelor of Engineering in Electronic Engineering

Certifications

Prince2 Project Management

Agile Project Management: Certified
ScrumMaster®

ITIL V3 in Service Management

Skills

Technical tools:

Axure RP, Sketch, RStudio, Tableau, JMP Pro, SAS Enterprise Miner

Programming Languages:

R, SQL, Python

Project Management:

Agile, SDLC

Languages

English, Chinese

Hobbies

Travelling, Swimming, Foodie, Tech Lover,
Lifelong Learner

Technical Support Engineer & Service Manager
Huawei International Pte Ltd

2009.11~2011.11

Managed the exclusive Huawei Customer Service Centre.

Conducted the presales POC testing.

Worked closely with R&D to resolve the technical issues.

Created the issue report and reviewed the report with customers monthly.

Project portfolio

Project Name: Launch the Compensation and Benefit System in Lazada

Briefing: Build new Lazada Compensation and Benefit System from zero

Major Responsibility:

Worked with HR Compensation and Benefit team in different countries to understand the business rules of Salary, Bonus and RSU structure in each country. Articulated the compensation budgeting process and compensation matrix for Annual Performance Rating and Promotion. Mapped the entire reporting tree and organization hierarchy. Defined the core functions of each system role: HRBP, People Managers, Functional Leaders and Group CEO etc.

Major Achievement:

Delivered the product within the hard deadline successfully. Received positive feedback from 200+ users during the annual performance review season.

Project Name: Automate multiple manual processes for HR team in Lazada

Briefing: Automate multiple HR-related manual processes

Major Responsibility:

Worked with HR Operation team in different countries to re-design the business processes for HR Operation team such as Letter Request process, Ticketing process and Notification service process etc. Interpreted the various business logics in each country (e.g. different types of letters and different categories of HR tickets). Broke down the requirements into user stories.

Major Achievement:

Successful launched plenty of self-service systems for employees: Letter Request system, HR ticketing system and Leave Application system etc. Saved 80% manual man-hours for HR operation team. Monthly: auto generate 300~500 e-letters(in Singapore alone). Weekly: create 600~800 HR tickets. Monthly: auto-send 1000+ HR notifications (for work anniversary and birthday). Reduced the turn-around time substantially (e.g. the Letters can be generated within 2 minutes rather than 5 working days) and increased the employee's satisfactory score.

Project Name: Revamp the Lazada corporate website group.lazada.com

Briefing: Renovate the lazada.com to align it with new Lazada branding objective and corporate vision

Major Responsibility:

Worked with various business stakeholders (HR, PR and Legal) to define the requirements and use cases. Managed the scope and roadmap. Designed the prototype of the entire website. After launch, leveraged Google Analytics tool to track the performance of Lazada.com and monitored the career pages' job application conversion rate.

Major Achievement:

Increased the job application conversion rate by 30% in 6 months for HR Talent Acquisition team. Dramatically increased talent acquisition efficiency.

Project Name: Launch internal Learning Management System in Lazada

Briefing: Launch the in-house LMS system for Lazada in 7 countries

Major Responsibility:

Worked closely with HR Learning & Development team in different countries to define the business requirements. Created the prototypes, PRD and Use Cases as per requirements. Conducted daily scrum meeting for the development teams.

Major Achievement:

Launched the MVP of LMS system within 1 month. Spent another 10 months to iteratively enhance the LMS system and broaden the use case. Monthly active users: 2000+ users. Monthly completed courses: 3000 courses.

Project Name: Customize Alibaba Procurement system for Lazada Group in six countries

Briefing: Optimize and customize Procurement system with new features

Major Responsibility:

Reviewed the system with the Procurement business stakeholders weekly. Interpreted the business user's pain points and pursuits. Worked on the new features to simplify the procurement system and removed the redundant approvals. Re-designed the procurement system to fit for Lazada's purpose.

Major Achievement:

Reduced the Lead-time of approvals for most processes such as PR, Contract and PO. Launched some key features such as 'Sourcing from existing Contracts' to optimize the procurement processes. Launched the Supplier Portal to automate the Supplier onboarding process.