

# JENNELLE WONG

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## NOTABLE LAUNCHES

- **iHeartRadio** on Fire TV Canada
- **iHeartRadio Family** on Portal TV / Android TV US
- **Nanoleaf Screw Mount Kit**
- **Nanoleaf Canvas**
- **Nanoleaf Remote**
- **Nanoleaf app relaunch** on Android + iOS

## PRODUCT

Roadmap Planning  
Business Prioritization  
Feature Scoping + Documentation  
Customer Feedback Synthesis  
A/B + Multivariate Testing  
Data Analysis  
Looker / Adobe Analytics

## TECHNICAL

Mobile Development  
Cross Platform Development  
Systems Design + Architecture  
Voice Assistant Integration

## UX DESIGN

User Research  
Usability Testing  
Rapid Prototyping  
Sketch / Figma  
Invision / Flinto / Origami

I specialize in crafting clean and thoughtful experiences for IoT and consumer products.

I am a technical PM with strong UX roots looking to build long-term product vision; formerly an Android Engineer and Product Designer.

## EXPERIENCE

### SR. PRODUCT MANAGER, INNOVATION

**iHeartMedia** | New York, New York | Sept 2020 - present

- Charted and executed one-click sign-in and integrated partner billing, driving user login rates by 40% and paid-tier growth
- Leveraged A/B tests to build quarterly ad monetization to \$650k
- Reduced monthly user churn from 45% to 15% through content discovery strategy

### PRODUCT MANAGER, INNOVATION

**iHeartMedia** | New York, New York | June 2019 - Sept 2020

- Managed iHeartRadio and Family apps on OTT TV devices and Smart TVs 2M MAU, 39% YoY growth
- Increased Roku ad monetization by 12%, adding \$600k yearly revenue while maintaining listenership
- Delivered Adobe Analytics suite and introduced A/B testing to top OTT platforms, previously exclusively on flagship products
- Won iHeartRadio Hack Day 2020 Best Design on solo project

### LEAD PRODUCT DEVELOPER

**Nanoleaf** | Toronto, Ontario + Shenzhen, China | Dec 2017 - Feb 2019

- Drove patent-pending R&D and competitive analysis targeting strategic B2B product development
- Delivered early units for 3 new B2B products from conception to alpha units for CES 2019 unveiling in under 4 months
- Expanded company's \$22M consumer product line into B2B and commercial revenue stream
- Led and refined product development through usability research effort and user trials on alpha units

### PRODUCT DESIGN + MOBILE LEAD

**Nanoleaf** | Toronto, Ontario | Feb 2017 - Dec 2017

- Spearheaded major app redesign, becoming highest-rated OEM smartlight app (iOS 3.0★ to 4.5★, Android 2.8★ to 3.8★)
- Revamped user onboarding; increasing user success rate by 3x while reducing page session time by 18%
- Designed hardware and APIs for mobile IoT client integration and state machine syncing
- Established team's core design and mobile practices, mentored co-ops, managed day-to-day mobile dev duties

## EDUCATION

BASc - Honours  
Mechatronics  
Engineering (Co-op)

University of Waterloo  
2010-2015

## PROJECTS

### AMAZON DASH REMOTE

Turn any Amazon Dash button into a remote for your smartlights.

### ANNEX

A garage monitor with a web portal to control garage doors and provides a live-stream feed.

Featured Instructable and more at:

<http://jennellew.com/annex>

### LÄRA

A self-study on designing and building a desk lamp using bent lamination.

## COMMUNITY

When I'm not working, you can find me sharing DIY projects and 3D prints at:

[thingiverse.com/jennellew](http://thingiverse.com/jennellew)

[instructables.com/member/jennellew/](http://instructables.com/member/jennellew/)

## ANDROID DEVELOPER (CO-OP)

**Wattpad** | Toronto, Ontario | Sept 2014 - Dec 2014

- Implemented A/B testing for in-app purchase effort on \$400k revenue channel for 17M+ Android users (rated 4.5 ★)
- Minimized Community team's follow-up downtime by 22% by launching a low-resource async logger + internal tool
- Audited Android cross-device benchmarking, identifying areas of improvement for EOQ development roadmap

## ANDROID ENGINEER INTERN

**if(we)** - formerly Tagged | San Francisco, California | Sept 2013 - Dec 2013

- Delivered EOQ revenue goal of \$500k by increasing mobile site ad exposure by 7x
- Wrote and shipped production-grade features to 7+ million browser user, 1.2 M+ active Android users (rated 4.1 ★)
- Pitched and developed Tagged Tag as an effort to gamify social networking during quarterly hackathon

## MOBILE PAYMENTS ENGINEER INTERN

**Visa Inc.** | Foster City, California | Jan 2013 - Apr 2013

- Synthesized user research to improve mobile wallet usability prior to Mobile World Congress 2013 debut
- Interfaced smartcard + NFC tech stack in Samsung partnership to accelerate global mobile payment availability
- Identified and prototyped two strategies for merchant marketing in mobile payment landscape for Visa payWave Mobile

## JR. PRODUCT MANAGER (CO-OP)

**Communitech** | Kitchener, Ontario | May 2012 - Aug 2012

- Managed portfolio of 13 clients, providing workshop basics in tech stacks, agile development and release management
- Refined product concepts through user flows + mockups for web and mobile ventures for SMEs and first-time entrepreneurs
- Generated user stories and technical documentation for clients to engage investors + 3rd-party development agencies

## AGILE DEVELOPER (CO-OP)

**points.com** | Toronto, Ontario | Aug 2011 - Dec 2011

- Streamlined builds for 3 product lines to provide continuous integration, enabling goals of immediate deployments
- Automated web and cross-browser tests framework to protect company's \$100M product line
- Reduced 40+ hours of costly manual regression testing down to 3 hours and raised overall quality of product release