

# Joey Loi

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## Skills

### Product Design

Simplify complex problems to create delightful experiences using an agile, user-centered design process; implement UI/UX in HTML5/CSS3/JavaScript

### Data Analysis

Leverage data to gain insights into product adoption, revenue trends, and market opportunities to motivate business decisions; pull data using SQL

## Awards

TD Scholarship for Community Service  
\$70,000

Students on Ice Arctic Expedition Scholarship  
\$10,000

## Education

Systems Design Engineering  
Class of 2017  
University of Waterloo

## Experience

**Market Strategist**

May - Aug 2014

### Facebook

Conducted data analysis for Facebook's largest Canadian clients to increase their ROI, delivering insights on budget optimization, churn reporting, sales lift attribution, and industry benchmarking

Identified high opportunity global markets for Instagram advertisement launch through analysis on client spend behaviours by vertical and country

Generated vertical-specific insights for Canadian teams, analyzing revenue data to determine client growth opportunities, revenue trends, and comparative performance to global teams

**Product Designer**

Jan - Apr 2014

### Kaizena

Overhauled entire UI/UX of the application to accommodate the workflow of 2,000+ teachers, enabling contextual feedback on students' work

Instilled an internal design process that is iterative, feedback driven, and user-centered

**Founder**

May - Oct 2013

### Classtronaut

Designed and tested an initiative to bring a real world project into high school classrooms by collaborating closely with teachers and an NGO

**Product Designer**

Sep - Dec 2013

### Desire2Learn

Designed essential functions in the Learning Repository to solve highest priority user pains while meeting strict UX and technical specifications

Pioneered the use of personas in the team by interviewing educators to enable user-centered design

**Business Analyst**

Jan - April 2013

### Kontagent (Upsight)

Developed user requirements, information architecture, and product roadmap for new documentation site by interviewing users