Joey Loi

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Experience

Product Manager - Dropbox
August 2017 - Present

Currently leading the launch of a massive upgrade to Dropbox Plus, the largest revenue initiative for the Personal LOB in 2020. Bringing together 5 product and growth teams to create a holistic experience which evolves Dropbox Plus into a multi-product offering.

Shifted the mobile product strategy to focus on team collaboration. Redesigned the iOS and Android apps to serve collaborative use cases, increasing sharing usage by 66% and commenting usage by 208%.

Launched Team Activity and Folder Overview on iOS and Android, driving 250k users to adopt these nascent collaborative features.

Product Manager Intern - Yelp
Summer 2016

Analyzed product data and identified opportunity for $3M/year in revenue from the Call to Action feature. Empowered the sales team to implement a campaign to optimize CTAs across national advertisers.

Led a cross-team initiative to consistently engage with local business owners through on-site interviews and usability tests to increase the PM team's empathy for end users.

Data Scientist Intern - Square
Fall 2015

Analyzed user data from the Mobile Dashboard and enabled targeted upsell campaigns by building a model to predict highly engaged sellers.

Conducted a retention campaign for Square Appointments by building a model to predict sellers at risk of churn and having Support reach out.

Product Analyst Intern - Shopify
Winter 2015

Enabled data-driven product and marketing decisions through survival, lifetime value, and churn analyses.

Market Strategist Intern - Facebook
Summer 2014

Delivered insights to client partners on budget optimization, sales lift attribution, and industry benchmarking.

Community

Mission High School Programs at Dropbox

Lead a program where Dropbox employees mentor high school seniors in preparing their college applications. Grew the program to 22 mentors.

Run design workshops and career panels with computer science classes.

Education

Systems Design Engineering

University of Waterloo
Bachelor of Applied Science
2012 - 2017

Bookshelf

The Death and Life of Great American Cities by Jane Jacobs

Evicted by Matthew Desmond

The Grapes of Wrath by John Steinbeck