Joey Loi

joeyloi.com
hello@joeyloi.com

Projects

Norman

talktonorman.com
Building a service to make end users accessible to product teams for fast research and feedback in order to enable greater empathy throughout the development cycle.

Classtronaut

Worked with teachers and an NGO to bring a real world project into high school classrooms.

Education

Systems Design Engineering

University of Waterloo
Class of 2017

Nanyang Technological University
Winter 2016 (Exchange)

TD Scholarship for Community Leadership

$70,000

Bookshelf

Favorite books

The Death and Life of Great American Cities, by Jane Jacobs

Thinking, Fast and Slow, by Daniel Kahneman

Letters from a Stoic, by Seneca

Experience

Product Manager - Yelp   Summer 2016

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

Determined technical specifications for the offline attribution system by working alongside Engineering, BizOps, and an external data partner. Shipped data ingestion and delivery infrastructure through an agile scrum process, unlocking $300K in revenue for 2016.

Lead a cross-team initiative to consistently engage with local business owners through interviews and panel discussions to increase the PM team's empathy for end users.

Data Scientist - Square   Fall 2015

Analyzed churn behaviors on Mobile Dashboard and identified low-intent sign ups as the main cause. Enabled targeted upsell campaigns by building a random forest model to predict sellers who would be highly engaged on the product.

Designed a retention experiment for Square Appointments. Built a random forest model to predict sellers at risk of churn, which was used by Support to identify intervention opportunities. Analyzed the impact of calling on seller retention.

Worked with Engineering to increase the completion rate of custom reports by conducting and analyzing A/B experiments.

Product Analyst - Shopify   Winter 2015

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

Published a suite of business intelligence dashboards for the POS business to measure revenue, churn, and user engagement.

Market Strategist - Facebook   Summer 2014

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

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

Identified high-opportunity markets for the Instagram advertisement launch by analyzing spending behavior across countries and verticals.

Product Designer - Kaizena   Winter 2014

Designed the core product experience to support rating and tagging on text, and messaging. Conducted user interviews to understand teachers' workflows and mental models.