

# Joey Loi

joeyloi.com  
hello@joeyloi.com

## Projects

### Ethno

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 messaging and version control. Conducted user interviews to understand teachers' workflows and mental models.