

# Joey Loi

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## Experience

### Product Manager - Dropbox

August 2017 - Current

Collaborate with designers, engineers, and other cross-functional partners to lead product development for core areas of the Dropbox iOS and Android apps. Delivered double digit percent increases in key engagement metrics and laid the foundation for a strategic shift from file storage to team collaboration.

Define the product strategy and set OKRs for a team of eight engineers using a mix of quantitative opportunity sizing and qualitative signals from user research and customer support. Leverage partner teams to align around shared workstreams.

Work on a special projects team to develop a product strategy to achieve a 3 year company-level goal.

### 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.

## Projects

### Mission High School Programs at Dropbox

Organize a mentorship program where Dropbox employees support seniors in their college applications, and run design workshops with computer science classes.

## Education

### Systems Design Engineering

University of Waterloo  
Bachelor of Applied Science  
2012 - 2017

## Bookshelf

The Grapes of Wrath by John Steinbeck

The Death and Life of Great American Cities by Jane Jacobs

Evicted by Matthew Desmond