

# 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 features which resulted in 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 where there are shared goals and align around dependent workstreams.

Work on a special project 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