

Joey Loi

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Experience

Product Manager - Dropbox

August 2017 - Current

Collaborate closely with designers, engineers, and other cross-functional partners to lead product development for complex features on the Dropbox iOS and Android apps, resulting in a double digit percent increase in key engagement metrics and laying the foundation for a strategic shift from file storage to team collaboration.

Conduct user research, analyze product data, and track competitor activity to prioritize the most important problems to solve, and create a mobile product strategy that is nuanced about the role of mobile amongst all platforms and opinionated about how invest into different user segments.

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

CoProcure

Advise on product and go-to-market strategy for a pre-seed startup working to help governments and agencies save money and time on procurement.

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