Joey Loi

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Projects

Empathy++ (working title)

Building a service to remove barriers preventing product teams from involving end users throughout the development cycle, particularly demographics traditionally underrepresented in tech. Currently experimenting.

Classtronaut

Worked with teachers and NGOs 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

Reading

Top 3 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 2015

Synthesized the 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.

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

Lead 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

Conducted and analyzed A/B experiments to test hypotheses and drive product decisions.

Analyzed churn behaviors on mobile dashboard and increased the quality of users at the top of the funnel by building a random forest model to predict Square sellers who would be highly engaged on the product.

Designed a retention system for Square Appointments. Built a random forest model to predict sellers at risk of churn, used by support to identify intervention opportunities.

Product Analyst - Shopify   Winter 2015

Drove product and marketing decisions through survival, lifetime value, and churn analyses.

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

Market Strategist - Facebook   Summer 2014

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

Identified high opportunity global markets for the Instagram advertisement launch through an analysis of client spend behaviours by vertical and country.

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

Product Designer - Kaizena   Winter 2014

Overhauled UI/UX of the web application after conducting user interviews to understand their needs and workflows.