Joey Loi

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Skills

Data

SQL, PySpark, Tableau, dimensional modeling

Design

HTML/CSS, Photoshop, human-centered design, persona development

Development

Python, Git, test-driven development, agile scrum

Projects

Classtronaut

Worked with teachers and NGOs to bring real world projects into high school classrooms

Education

Systems Design Engineering

Class of 2017
University of Waterloo

TD Scholarship for Community Leadership

$70,000

Experience

Product Analyst - Shopify   Winter 2015 to Present

Analyzed data using PySpark and PostgresSQL to discover customer behaviors with survival, lifetime value, and churn analysis techniques

Built fact, dimension, and lookup tables using MapReduce paradigm and test-driven development

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

Market Strategist - Facebook   Summer 2014

Conducted data analysis for Facebook's largest Canadian clients, delivering insights on budget optimization, churn reporting, sales lift attribution, and industry benchmarking

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 entire UI/UX of the application to accomodate the workflow of 2,000+ teachers, enabling contextual feedback on students' work

Instilled an internal design process that is iterative, feedback driven, and user-centric

Product Designer - Desire2Learn   Fall 2013

Designed essential functions in the Learning Repository to solve highest priority user pains while meeting strict UX and technical specifications

Pioneered the use of personas in the team by interviewing educators to enable user-centered design

Business Analyst - Kontagent (Upsight)   Winter 2013

Developed user requirements, information architecture, and product roadmap for new customer facing API documentation site