

# Joey Loi

joeyloi.com  
howdy@joeyloi.com  
226 600 6870

## Skills

### Data

SQL, MapReduce, dimensional modeling, PySpark, Tableau, budget optimization, lifetime value analysis, survival analysis, churn analysis

### Design

Human-centered design, persona development, user testing, HTML/CSS, JavaScript

### Development

Python, Test-driven development, Agile scrum, Git

## 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 in PySpark and PostgreSQL to discover customer behaviors using lifetime value and survival 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 accommodate 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