



Sherman Oaks, CA 91423 • (818) 486-2495 • joyhfang@gmail.com

Innovative and results-proven product and program management professional on multiple national information technology projects that met company's strategic goals and financial needs.

15+ years of experience in fast pace and forward-thinking multimedia, entertainment and technology companies.

Continuous quality improvement & track record of success in managing complex projects and establishing and refining methodologies adopted company wide.

Problem solver offering a unique high technical aptitude which can be utilized in a challenging role that allows for advancement and growth.

HIGHLIGHTS

- ◆ Scrum Master Certified
- ◆ JIRA, Confluence Software
- ◆ Smartsheet
- ◆ OmniPlan
- ◆ Strategic Program & Roadmap Planning
- ◆ Executive Level Communication and Collaboration
- ◆ Stakeholder Relations
- ◆ Full Lifecycle and SDLC project delivery
- ◆ Resource Capacity Planning and Allocation
- ◆ Change Management

PROFESSIONAL EXPERIENCE

Program Manager/Product Owner

Stealth Mode Startup - Los Angeles

2019 - Present

- ◆ Define, create and implement a possible business model; organize and implement templates for day to day routines.
- ◆ Identify and work with new business clients and properties, and assign responsibilities and dates to help with monetization.
- ◆ Cross-functional coordination between internal individuals/departments to ensure prioritization to manage multiple concurrent processes and deadlines are met.
- ◆ Prepare professional presentations and support the founder and sales manager at client meetings.
- ◆ Identify business requirements, evaluate proposals, and ensure all modifications are addressed to support new and existing business clients.

Technical Program/Project Manager

DreamWorks Animation - Glendale

2018 - 2019

- ◆ Work with CTO and VP of Technology to define the yearly roadmap and prioritize new projects and roll out group wide initiatives, managing complex milestones while adapting to changes and shifting priorities.
- ◆ Serve as a conduit between customers, management and the development teams while applying best practices to ensure all projects run consistently and risks are effectively communicated while overseeing all SDLC phases of a project.
- ◆ Provide overall management and support for concurrent cross-functional projects across platform, data services, big data analytics, R&D, enterprise services & architecture, delivery and operations teams.
- ◆ Effectively partner with department managers, and scrum masters to ensure projects are executed successfully and report out on the health of the product and team performance at weekly upper management reviews.
- ◆ Conduct ongoing project status meetings with team leaders and key stakeholders to communicate scoping, requirements readiness, and milestone commitments, as well as assess and identify potential bottlenecks in each project/program process.
- ◆ Knowledge of technology and understanding of PaaS, DevOps, Databases, Big Data, Software Engineering and Data Analytics and experienced with cloud-based services, APIs, shared services architecture.
- ◆ Monitor project deliverables to assist with early risk detection, problem triage, solution development and implementation.

Lead Technical Project Manager/Product Manager

Yellow Pages LLC - Glendale

2012 - 2018

- ◆ Managed multiple cross-functional engineering and business teams in the timely execution of projects to support the CTO business priorities including Value & Yield Management, Business Analytics, Finance, Business Intelligence, Business Operations, Sales Operations and Marketing departments.
- ◆ Experienced leader of Scrum/Agile, Kanban, and Waterfall methodologies for planning, organizing and management of engineering and data warehousing and reporting platform projects.
- ◆ Collaborate daily with functional leaders, engineering teams, data warehouse and reporting teams, operations, business owners and stakeholders to prioritize and define the necessary scope and requirements, while managing and addressing roadblocks or issues, and escalating when necessary to successfully deliver projects on time.
- ◆ Established multiple Agile project teams with Scrum/Agile disciplines and resource capacity allocation and management.
- ◆ Lead cross-functional teams in delivering strategic initiatives proven to improve systems, processes and bottom-line results
- ◆ Communicate business goals and track project progress while managing project trade-offs across scope, timing, and resources as well as triaging issues and adjusting priorities as necessary.
- ◆ Instituted new measures & metrics capturing resource capacity, allocation, reporting for software development capitalization.



Sherman Oaks, CA 91423 • (818) 486-2495 • joyhfang@gmail.com

iTV Producer

Trailer Park, Inc - Hollywood

2011 - 2012

- ◆ Responsible for project scheduling, interfacing with clients regarding design, supervising project creative design, edit and oversee creative writing, attend bug reviews with QC Team, and ensure accurate and timely delivery of builds.
- ◆ Served as liaison and main client contact for iTV applications clients and collaborated with the business development department to pitch projects to prospective new clients, create SOWs and project workload and budgets.
- ◆ Day-to-day coordination and interaction with cross-functional teams and providing documentation including annotated wire-frames, user interface as well as functional requirement documentation related to the specific interactive application.
- ◆ Experienced with Android, iOS, XBOX, Google TV, Roku and Yahoo!TV platforms.
- ◆ Client list includes: Comcast, Warner Brothers, SONY, NBC-Universal and Showtime.

Creative Producer

Active Video Networks, Inc. - Los Angeles

2010 - 2011

- ◆ Highly motivated team-player working to blend broadcast TV and online video with all features of the web.
- ◆ Drove the front-end requirements gathering, scoping, and resourcing planning for Cablevision application portfolio suite.
- ◆ Developed communication strategies to provide clear updates to clients that include detailed phone and e-mail communications on multiple projects to include daily status updates, timelines, and posting of progress files.
- ◆ Communicate workflow between design/UI vendors and internal development and production teams while maintaining updated internal and client facing documents including flowcharts, sitemaps, design, functional specifications and product and business requirements to maintain overall creative visions and technical quality.
- ◆ Review and prepare recommended processes for development and production teams and ensure effective workflow and standardized milestones for review and delivery.
- ◆ Deployed interactive TV products such as HBO Instant Upgrade, HSN, Showtime, Personalized and Themed Mosaics, Help and Feedback, Local Sports and Summer/Winter Olympics applications to the field for Cable Operator's markets.
- ◆ Client list includes: Comcast, HBO, NBC-Universal, Showtime

Manager of BDJ Integration & Production/Technical Designer

One K Studios - Burbank

2007 - 2010

- ◆ Strength in prioritization skills and knowledge of client specs as well as communicating hi-tech needs to non-technical and creative staff.
- ◆ Expertise in developing and executing strategies for optimization of next generation high definition DVD formats.
- ◆ Supervised production of previously designed SD or HD projects into additional BD/BDJ version for the domestic and international markets including network features and online content with a thorough understanding of Blu-Ray integration and programming needs for High-Definition DVD formats; identifying challenges, recommending and implementing solutions.
- ◆ Interfaced and trained all graphic designers, production artists, producers, project managers and programming staff to create, implement and streamline production and delivery phases of BD/BDJ projects.
- ◆ Created SOPs, concepts, policies and practices for successful project completion.
- ◆ Client list includes: Warner Brothers, Paramount, Universal, Sony, Disney, HBO, New Line, and Fox.

Page Designer

The Walt Disney Company, Worldwide Technical Services - Burbank

2006 - 2007

- ◆ Responsible for adapting, modifying and updating all still and motion menu assets for use in the international markets.
- ◆ Generated all localized DVD menu assets using the automated ZooTech DVD Regionalization Tool software and supervised the design and rendering process from beginning to end.
- ◆ Identified and communicated challenges of the ZooTech DVD Regionalization Tool to ZooTech engineers and aided in the software creation and subsequent multiple upgrades.
- ◆ Worked on a variety of assignments while ensuring accurate and timely delivery. Experienced with BluRay menu localization using knowledge of the then current graphic design software.

Motion Graphics Designer/Menu Designer/QC Technician

Ascent Media/Blink Digital DVD - Santa Monica

2004 - 2006

- ◆ Created video assets for PAL and NTSC, video encoding, online/offline video editing, designing and formatting DVD menu layouts and interactive media, troubleshooting render errors, international regionalization, performing quality control of DVD static and motion menus, logging tapes, developing and implementing the Quality Management System SOP, rotoscoping.
- ◆ Experience with digibeta formats. Ensure full compliance with security requirements.

EDUCATION

A.A. Graphic Design, FIDM; Summa Cum Laude
B.S. Microbiology/Molecular Genetics, UCLA