



LYMAN WONG

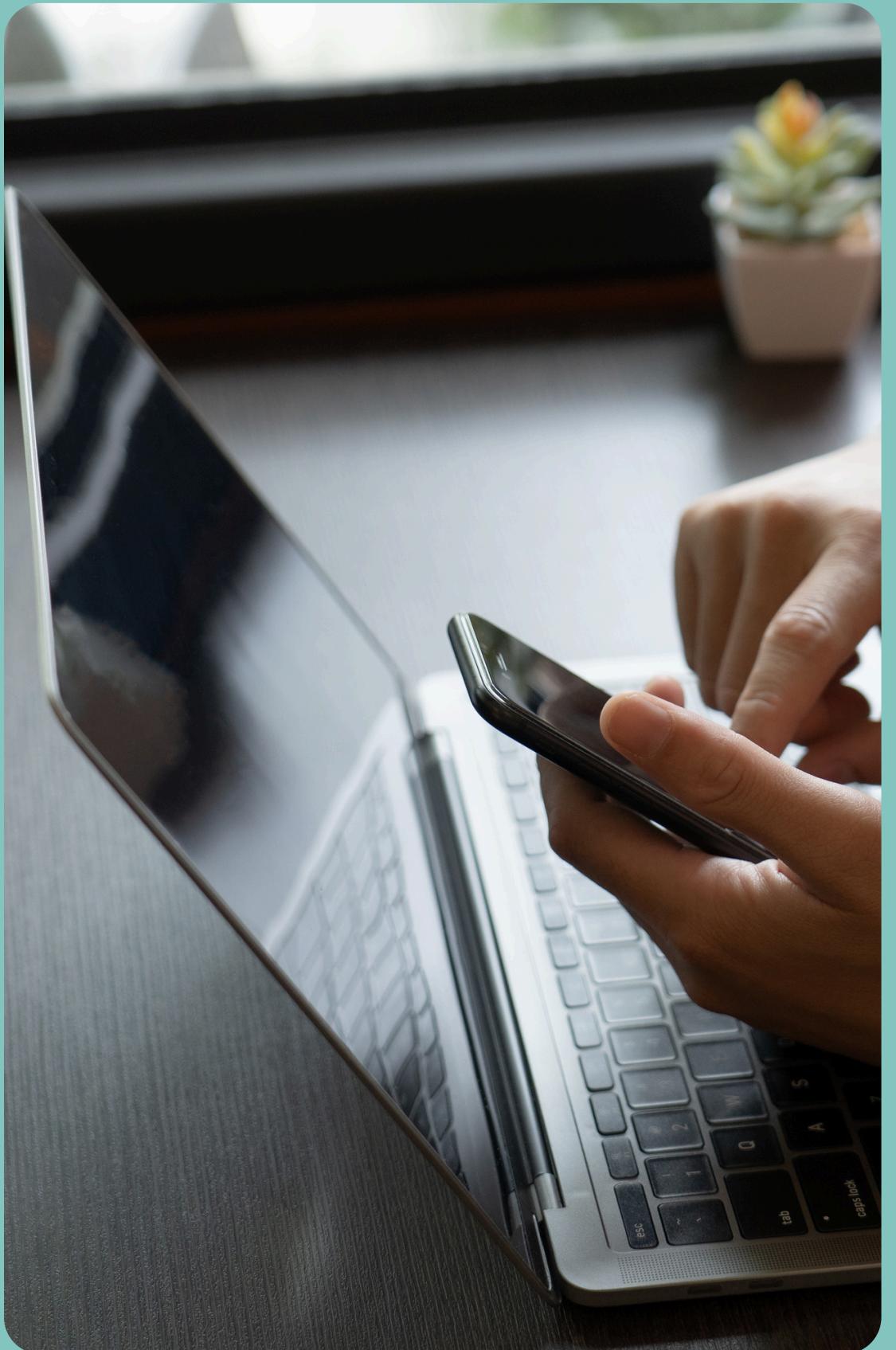
Project and Product Manager

Driving business growth while staying
deeply focused on user needs

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About Me

A dedicated Product and Project Manager with over a decade of expertise in interactive entertainment, product lifecycle management, and community engagement. My passion for creating fun and engaging user experiences has driven measurable success in every role I've taken on, from launching impactful gaming features to enhancing community engagement by interpreting and implementing player feedback. I bring a blend of creativity, technical skills, and strategic insight to deliver results that resonate with both users and stakeholders.



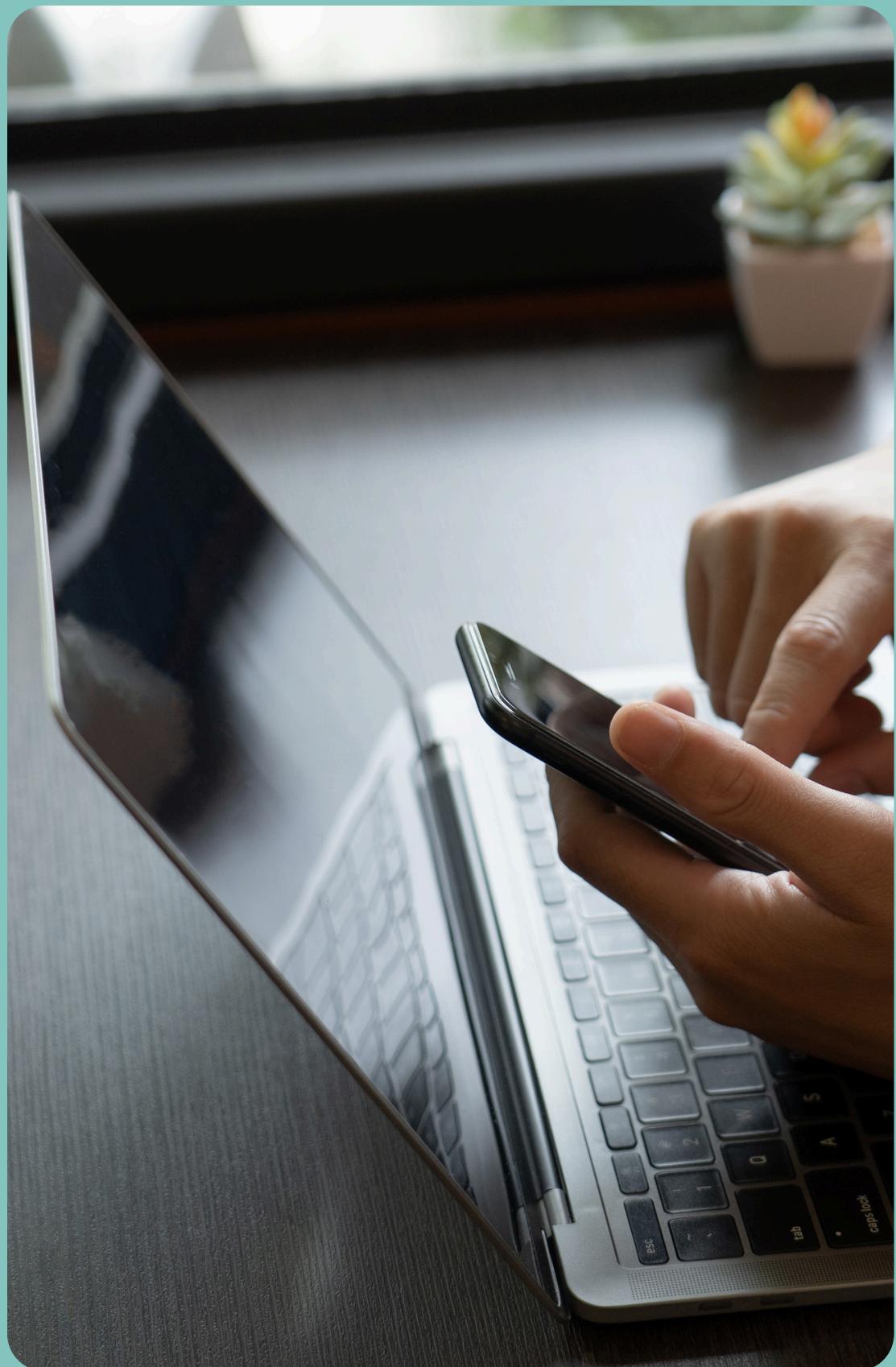
EXPERIENCE

Associate Product Manager Scalable Press

I drove a 30%+ increase in weekly revenue by expanding the product catalog with over 100 items and developing strategic roadmaps. Acting as Interim Product Owner, I directed product growth initiatives, streamlined engineering workflows by removing blockers, and collaborated across teams to enhance operational efficiency. A proof-of-concept web app I developed reduced customer pain points.

Project Manager Backbone

I enhanced user and operational outcomes through data-driven decision-making and strategic planning. By streamlining workflows and refining e-commerce operations, I increased scalability and regional performance while achieving a 109% boost in Trustpilot ratings and an 8% increase in customer satisfaction. My role included identifying critical revenue-impacting trends, optimizing self-service tools, and improving operational processes, contributing to customer success and business growth.



EXPERIENCE

Community Manager Zynga

I played a vital role in the successful market launch of a mobile game by integrating community feedback, playtesting insights, and data-driven strategies. I increased user engagement by 20%, partnered with design and engineering teams to improve gameplay, and established streamlined bug-reporting processes with QA. By consistently delivering performance metrics and actionable insights, I influenced strategic decisions that enhanced product success and player experience.

Community Manager Hack

I combined technical proficiency with community engagement to elevate user satisfaction and grow social presence by over 20%. I designed and implemented an in-app news feed and created proof-of-concept applications, integrating user insights from playtests and focus groups. I cultivated a strong and active user base through community events such as AMAs and contests. My contributions demonstrated my commitment to understanding user needs and delivering innovative solutions.

EDUC- ATION

San Francisco State University
Bachelor of Arts in Biology

11600 Holloway Ave, San
Francisco, CA 94132

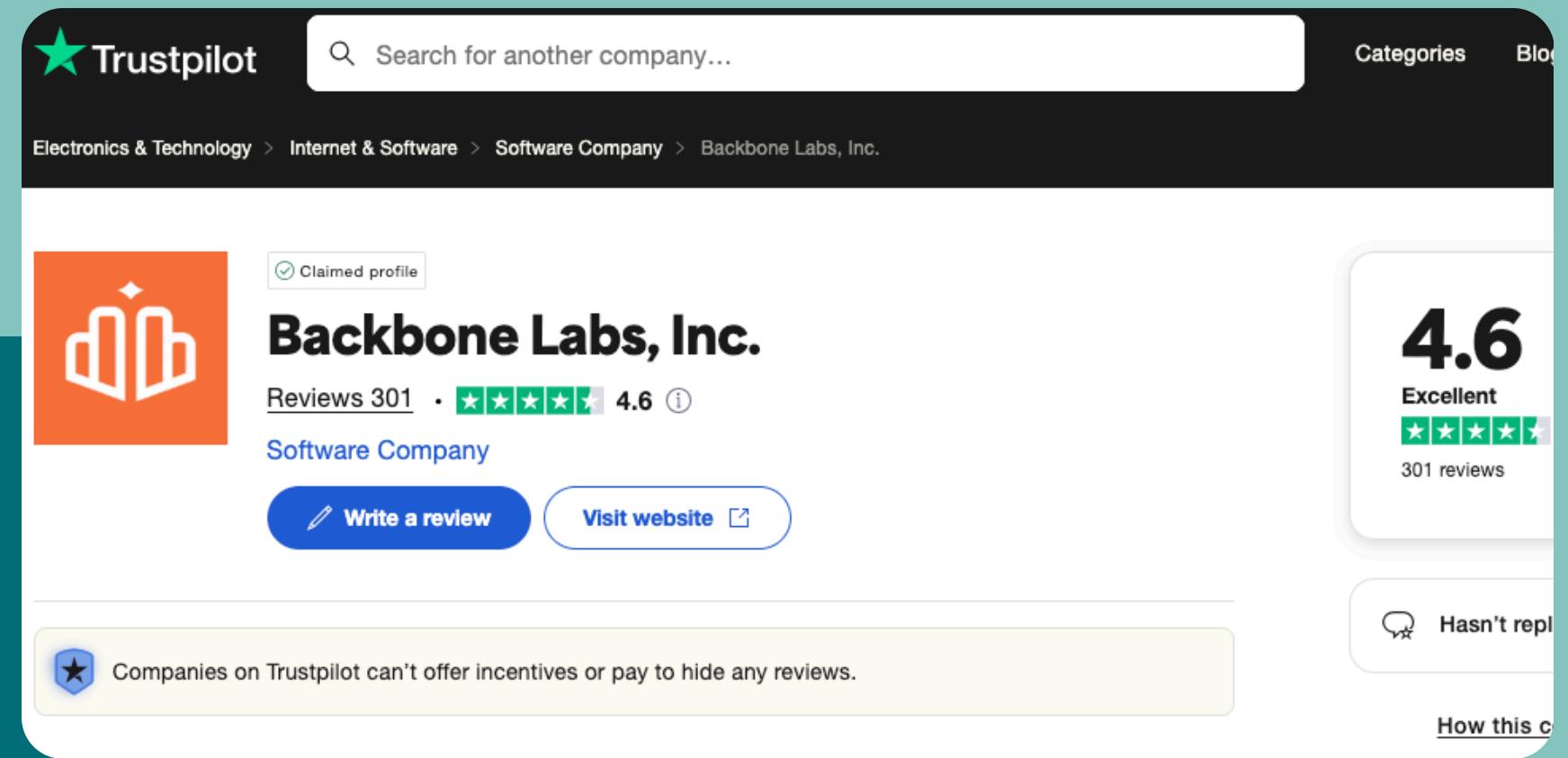


Product Growth Initiatives

Enhancing Public Perception and Customer Satisfaction

Problem: Low Trustpilot ratings were negatively affecting customer trust and brand reputation.

Approach: Analyzed customer feedback, revamped workflows, and optimized self-service tools. Delivered weekly metrics to stakeholders for continuous improvement.

A screenshot of a Trustpilot company profile page for Backbone Labs, Inc. The page features a black header with the Trustpilot logo, a search bar, and navigation links for 'Categories' and 'Blog'. Below the header, the company's name 'Backbone Labs, Inc.' is displayed with an orange square icon containing a stylized chart. A 'Claimed profile' badge is visible. The main content area shows a rating of 4.6 stars from 301 reviews, labeled as 'Excellent'. Buttons for 'Write a review' and 'Visit website' are present. A note at the bottom states: 'Companies on Trustpilot can't offer incentives or pay to hide any reviews.'

Solution: Implemented localized language and streamlined and automated Zendesk processes to improve user accessibility and customer service.

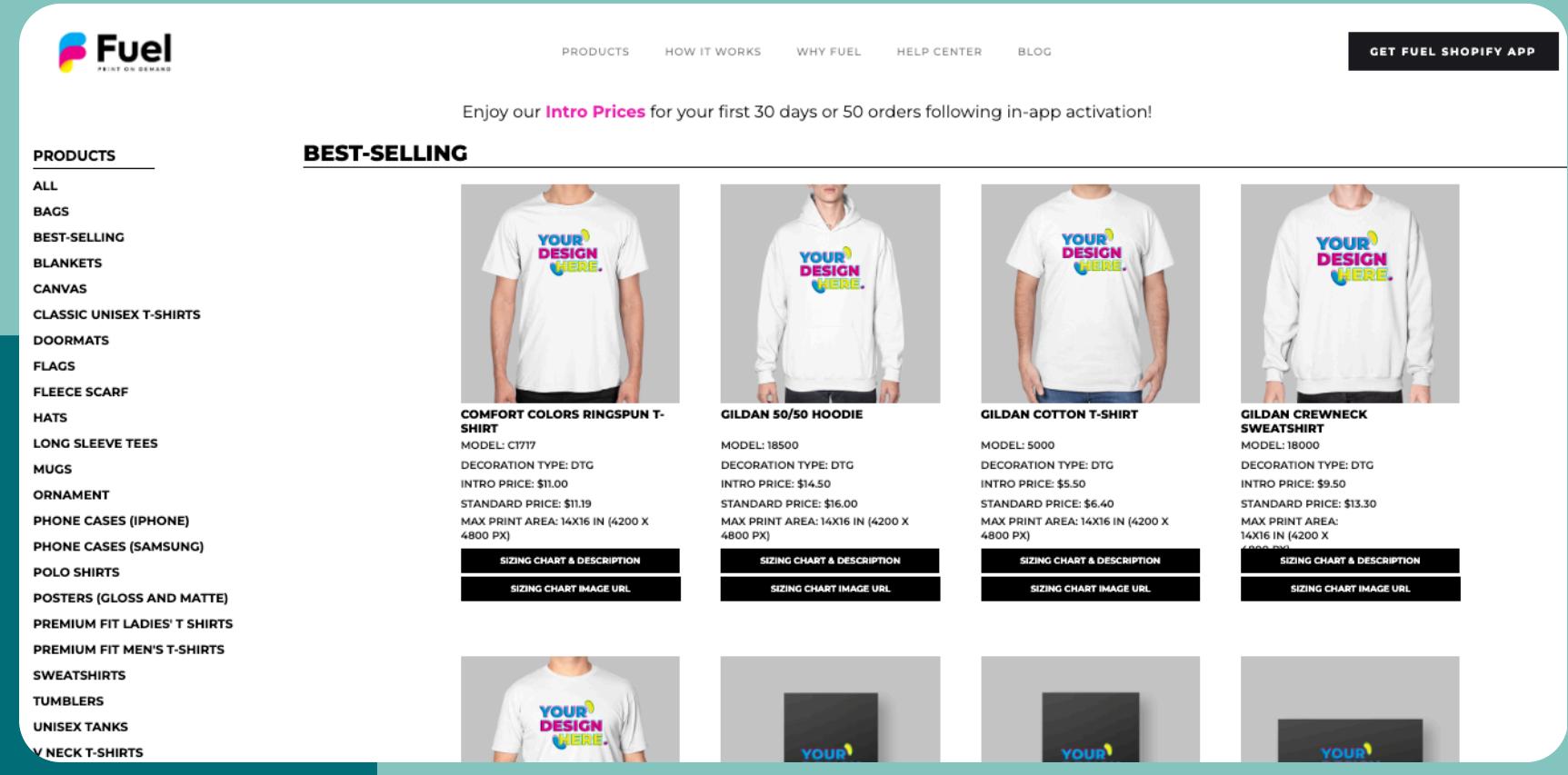
Results: Achieved a 109% Increased Trustpilot ratings within six months, elevating public perception and customer satisfaction.

Product Growth Initiatives

Driving Product Expansion and Revenue Growth

Problem: Stagnating weekly revenue and limited product catalog restricted business growth.

Approach: Expanded the catalog by launching over 100 new products and onboarded new production facilities. Conducted data analysis to support pricing and roadmap decisions.



The screenshot shows the Fuel Print On Demand website. At the top, there's a navigation bar with links for PRODUCTS, HOW IT WORKS, WHY FUEL, HELP CENTER, and BLOG, along with a 'GET FUEL SHOPIFY APP' button. Below the navigation, a promotional message says 'Enjoy our Intro Prices for your first 30 days or 50 orders following in-app activation!'. The main content area features a 'BEST-SELLING' section with four product cards: 'COMFORT COLORS RINGSPUN T-SHIRT', 'GILDAN 50/50 HOODIE', 'GILDAN COTTON T-SHIRT', and 'GILDAN CREWNECK SWEATSHIRT'. Each card includes a small image of a person wearing the item, a product name, model number, decoration type, intro price, standard price, max print area, and two buttons for 'SIZING CHART & DESCRIPTION' and 'SIZING CHART IMAGE URL'. Below this section, there are four smaller, partially visible product cards.

Solution: Implemented cost-saving measures while diversifying product offerings.

Results: Boosted weekly revenue by 30%+ and enhanced scalability.

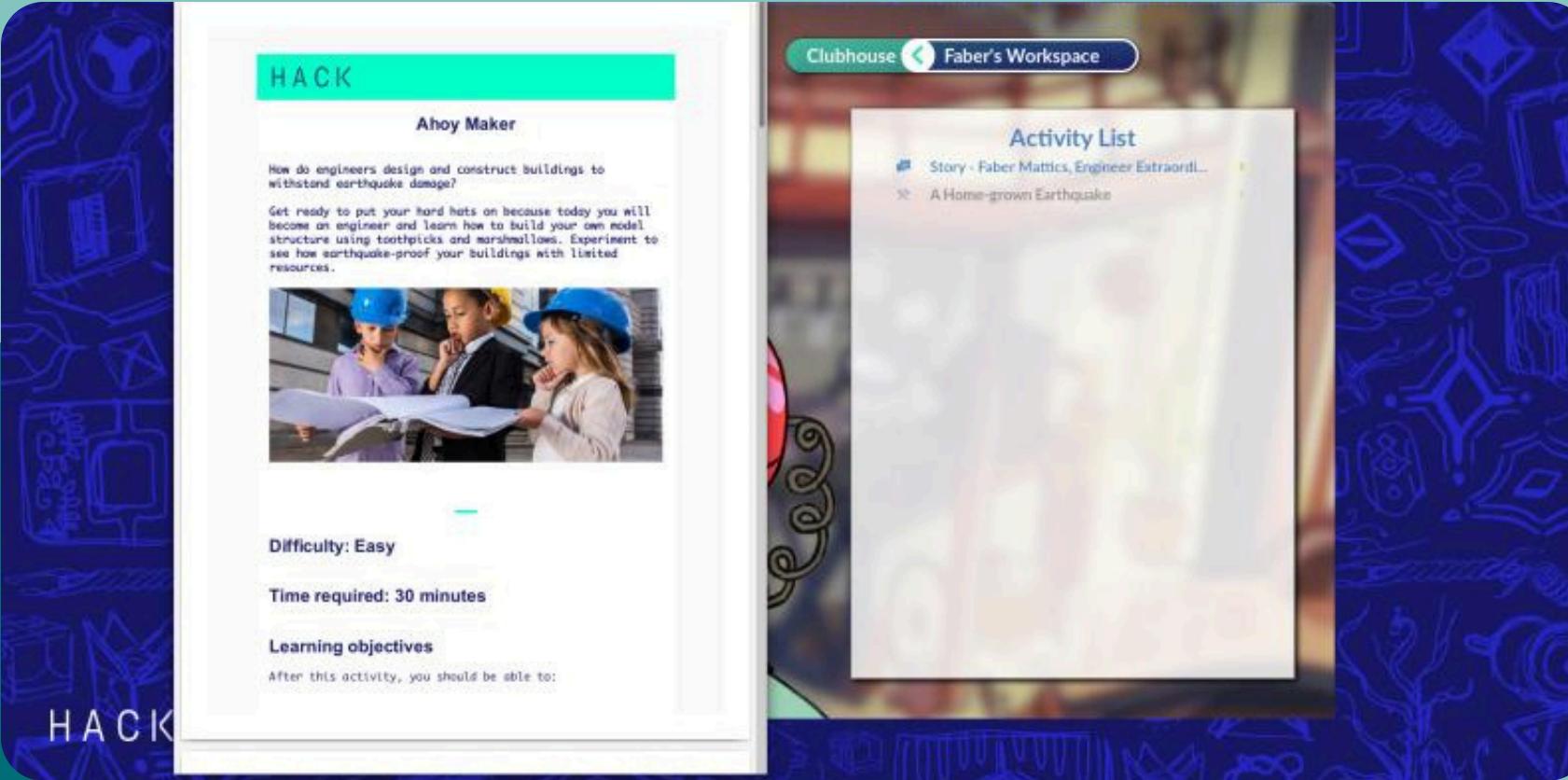
Product Growth Initiatives

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Enhancing User Experience

Problem: With the implementation of learning pathways, Hack needed more content to engage the users.

Approach: Investigated and developed STEM, shell, and JavaScript learning content.



Solution: Created compelling educational content and confirmed by initiating in-house playtests.

Results: Increased total app content and increased user satisfaction.

Product Growth Initiatives

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Enhancing Social Media Reach

Problem: Hack's digital presence and audience engagement were limited since most kids lacked social media accounts.

Approach: Design an in-app social media feed to surface the content to the players.



Solution: Delivered a social feed into the Hack app, which surfaces our content seamlessly.

Results: Increased social media reach, likes, and follows by 20%+, showcasing impactful community-building efforts.

Product Growth Initiatives

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Creating and Launching Profitable Features

Problem: Zynga needed to maintain user engagement and generate significant revenue from in-game activities.

Approach: Designed multiple in-game features that were informed by user data and market trends. Collaborated on feature specifications with stakeholders and product teams.



Solution: Delivered multiple compelling questline features aligned with player preferences.

Results: Each feature generated over \$100,000 in revenue, significantly contributing to the game's financial success.

Customer-Centric Solutions

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Innovating Customer-Centric Solutions

Problem: Sellers faced challenges with inventory management and order status verification.

Approach: Developed a responsive inventory and order status tool using NodeJS and a verification system utilizing the Scalable Press API.

Fuel order number: z0plmqvH7N1qaz87B
Item: Big Accessories Ultimate Dad Cap - med
Status: shipped
Last update: 2021-11-19
Tracking: 9400136895232601546211
Fuel order number: M0plmUGi3v1qazWP6
Item: Gildan Cotton T-Shirt - xlg
Status: tracked-truckline
Last update: 2021-11-19
Tracking:

Unofficial Fuel Inventory Checker (Alpha)

Select the products below to see our current inventory levels.
Note: This is a test app. Please visit our official app [here](#).

The screenshot shows a user interface for an inventory checker. At the top, it says "Unofficial Fuel Inventory Checker (Alpha)". Below that, there's a note: "Select the products below to see our current inventory levels." and "Note: This is a test app. Please visit our official app [here](#)". Below the note, there are four small images of white t-shirts, each labeled with a different product ID: "Gildan", "Gildan", "Gildan", and "Fuel S".

Solution: Delivered innovative tools to resolve seller and customer service pain points efficiently.

Results: Improved operational workflows, reduced incoming customer service tickets, and enhanced customer satisfaction.

Inventory checker [code](#), [example](#)
Order status checker [code](#)

Customer-Centric Solutions

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Revamping Digital Presence

Problem: The website lacked visibility, and the Case Studies page was difficult to navigate, resulting in low traffic and engagement.

Approach: Implemented SEO strategies, optimized WordPress UI/UX, and enhanced case study content categorization. Integrated Google Analytics and established social media channels.

The screenshot shows the 'Case Studies' page of the TSF website. At the top, there's a dark header bar with the 'TSF TRUST & SAFETY FOUNDATION' logo and a navigation menu with links for 'About Us', 'Programs & Projects', 'Resources', 'Events', and 'TSPA'. Below the header, there's a large, stylized illustration of three people in a meeting, with speech bubbles containing dots and a list icon. To the right of the illustration, the title 'Case Studies' is displayed in a large, bold font. A detailed description follows: 'Case studies are real-life examples of trust and safety issues. Each case study demonstrates how difficult it is to make a trust and safety decision and discusses the associated trade-offs, prompting readers to think about the questions raised by the case and consider both intended and unintended outcomes.' Another paragraph explains that 'TSF publishes case studies in an effort to form an ongoing repository of trust and safety examples providing deeper insight for the broader public. These case studies may also be helpful as a training tool as they examine past examples that resonate with current challenges.' At the bottom left, a sidebar titled 'Categories' lists 'Select Category', 'Case study (136)', 'Online governance (67)', and 'Civil society recommendations (13)'. On the right side, there's a search bar with the placeholder 'Search Case Studies' and a magnifying glass icon.

Solution: Delivered a user-friendly and accessible platform with improved case study categorization and navigation.

Results: Increased website traffic by 126% and page views by 245% within one week.

SKILLS & EXPERTISE

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Product Management

Skilled in full lifecycle management, wireframe creation, and product specification writing.

Analytics & Strategy

Proficient in hypothesis-driven decision-making, metric analysis, and driving revenue growth.

Data-Driven Decisions

Adept at analyzing core metrics, implementing SEO strategies, and crafting data-informed roadmaps.

Technical Skills

Skilled in tools such as Jira, Zendesk, Shopify, Webflow, NodeJS, and SQL to enhance operational and product outcomes.

Community Engagement

Adept at interpreting user feedback, integrating insights, and fostering vibrant online communities.

Thank You

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