



Matthew Yu

Assistant Customer Digital
Experience Development Manager
(Product Owner)

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Tseung Kwun O, Hong Kong

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bit.ly/3btTzP8

Completed my Master's degree in ITM from HKBU. Currently working as an Assistant Customer Digital Experience Development Manager (Product Owner) In The Hong Kong Jockey Club. My responsibility is to maintain and prioritize the product road map, deliver user-centered digital application projects across the Club's range of digital channels, including the mobile app, website, e-commerce, and cross-media platforms.

WORK EXPERIENCE

Assistant Customer Digital Experience Development Manager (Product Owner) The Hong Kong Jockey Club

12/2021 - Present

Founded in 1884, The Hong Kong Jockey Club is a world-class racing club that acts continuously for the betterment of our society. The Club has a unique integrated business model, comprising racing and racecourse entertainment, a membership club, responsible sports wagering and lottery, and charities and community contribution.

Achievements/Tasks

- Maintain and prioritize the product road map, deliver user-centered digital application projects across the Club's range of digital channels, including the mobile app, website, e-commerce, and cross-media platforms.
- Transform business analysis, customer feedback and/or market research outcomes in to digital business insights and product requirement.
- Translate product roadmap features into well-defined product requirements including Epic, features, user stories, and acceptance criteria.
- Work closely with stakeholders to develop product roadmap and features development plan.
- Be part of the scrum team, work closely with development team to maximize value of sprint deliveries
- Familiar with Kanban, Scrum and tools such as Jira, Confluence and Slack
- Work with UI designer for the user interface to support user acceptance test and product launch activities
- **Managed Project**
- Racing Touch is a One-Stop interactive racing app which brings together comprehensive racing information, live streaming and instant betting. The graphically-rich interface together with quality 3D horses and the use of gamification offer an innovative betting experience, making the study of horse racing form easier than ever before
- <https://apps.apple.com/hk/app/racing-touch/id654658679>

EXPERTISE

Agile Scrum Master

Agile Methodology (Scrum, Kaban)

Prince2 Project Management

JIRA, Trello, Slack

Performance, Functional & System Testing, UAT

Continuous Integration & Delivery (CI/CD)

Test Automation

Leadership

Sprint Planning

Change Management

SEO

Google Analytics

Vendor Management

Data Analytics

Big Data

LANGUAGES

Cantonese ● ● ● ● ○

English ● ● ● ● ○

Mandarin Chinese ● ● ● ● ○

CERTIFICATES

PRINCE2 - Project Management Foundation (2018)
PRINCE2

GAQM - Certificated of Scrum Master (CSM)
(2017)
GAQM

GAQM - Certified Agile Tester - Foundation
(CATF) (2017)
GAQM

ICAgile - Agile Test Automation (2017)
ICAgile

ISTQB - Foundation Level CERTIFIED TESTER
(2017)
ISTQB Certifications

Open Water Diver (2020)
NAUI Worldwide

WORK EXPERIENCE

Product Manager

ZeroToSix – Asiaray Media Group Limited

11/2019 – 08/2021

Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising

Achievements/Tasks

- Certification of PRINCE 2 & Agile Scrum Master. In-depth knowledge of JIRA & Confluence Agile tools
- Analyze technical requirements from clients, internal stakeholders, and development risks with IT team, define new features /enhancement/tasks and obtain management buy-in.
- Collaborate with business users and IT to provide technical direction to create product prototypes, UI/UX, user flow diagrams, storyboards on systems analysis, design, development, testing, and deployment.
- Define project scope & timelines, people resources/work taskforce, budget, communication, and delivery of the solution into production.
- Provide monthly reports to top management for projects on deliverables, impacts/challenges, and measurable. Responsible for vendor management and work with external third parties.
- Agile Practice – Arrange Sprint Planning, Story card estimation, Daily standup allows members of the development team to share status updates and identify obstacles and Retrospective session
- Graduated with a Master of Information Technology Management with a technical background. Good experience in Web, Mobile development, Data analytics, and Cloud technical knowledge (Kubernetes, Docker, DevOps, CI/CD, Microservices)

Digital Project Manager

TBWA HK Omnicom Group

11/2017 – 11/2019

Hong Kong

TBWA\ Hong Kong is The Disruption® Company, a top-ten ranked global advertising collective.

Achievements/Tasks

- Certificated of Prince2 Project Management. Manage project schedules, set and meet project development budgets
- Develop user flows, wireframes and scope out digital project based on creative concepts
- Manage a team of designers, developers, external vendors through all stages of a project from concept, prototyping, production, QA to deployment
- Communicate with stakeholder to gather business requirement and ensure stakeholder expectations are met throughout the project lifecycle
- Consult on the capabilities and limitations of various web, mobile best practice design principles and usability
- Familiar with Google Analytics, SEO and Adobe Omniture to monitor A/B Test Result

CERTIFICATES

SSI – 國際唎酒師 (2021)

Sake Service Institute

WSET Level 2 Award in Wines –Pass With Merit (2021)

Wine & Spirit Education Trust

Software Quality Assurance Analyst JobsDB Hong Kong Limited

06/2014 – 11/2017

Hong Kong

A leading job portal with substantial positions across Hong Kong, Indonesia, Singapore, and Thailand.

Achievements/Tasks

- Experience in gathering user requirement, managing project scope, timeline, and budgets on JIRA & Confluence for setting up a regional QA Environment
- Arrange weekly catch up with Customer Service Team to identify business users needs
- Certificated of Agile Scrum Master and facilitate between UX Designer, Engineer and Product Owner to create user stories, project prioritization and define business objective
- Develop Test Plan, User Acceptance Plan and Test Summary Report – Perform User Acceptance Testing (UAT) and System Integration Test in Agile Development Cycle
- Achievements: Personalisation Job Recommendation

EDUCATION

Master of Science in Information Technology Management

Hong Kong Baptist University

2018 – 2020

Bachelor of Science with Honours in Web Technologies

Open University of HK

2012 – 2014

Higher Diploma in Computer and Information Engineering

Hong Kong Institute of Vocational Education

2008 – 2012

J Percy Page High School

Alberta Canada

2007 – 2008

AVAILABILITY

1 Month