



Matthew Yu Wang Hin

Project Manager

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📅 05 July, 1990

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WORK EXPERIENCE

Project Manager

Zerotosis - Asiaray Advertising Media Limited

11/2019 – Present

Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising. It is amongst the top privately-owned media companies with exclusive concession rights to airports and metro lines in Greater China.

Achievements/Tasks

- Certified Prince2 Project Management. Lead the development of a project charter and scope and ensure that product delivery meets the schedule, budget and scope of delivery.
- Work closely with business stakeholders / vendors to convert business requirements into feasible solutions and functional requirements by agile methodology
- Lead generation, marketing plan, proposal preparation and presentation
- Manage all areas of the delivery of projects, including project scope, budget and resources, both internally and externally
- Develop and provide data analytics dashboard to improve production processes
- Familiar with SDLC models and expert knowledge of Agile methodologies
- Managed Project: KBLAND
- Advertisers can quickly select the most appropriate outdoor media and media owners can effectively display media to buyers and quickly get media attention by using different innovative technologies such as data dashboard, image recognition and Artificial Intelligent Search engine to provide good user experience and making all parties willing to cooperate on a long-term basis.

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

EXPERTISE

Agile Scrum Master

Agile Methodology (Scrum, Kanban)

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

PRINCE2

ICAgile - Agile Test Automation

ICAgile

GAQM - Certificated of Scrum Master (CSM)

GAQM

GAQM - Certified Agile Tester – Foundation (CATF)

GAQM

ISTQB - Foundation Level CERTIFIED TESTER

ISTQB Certifications

- 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

Managed Project

- Hennessy Declassified HK Event [🔗](#)
Details: Facebook Messenger Chat Bot for Event Registration, Generate Ticket QR Code and Bar Redemption
- Hennessy Declassified SH Event [🔗](#)
Details: Wechat Mini Site for Event Registration. WeChat Chat Bot for Ticket Generation, Receive Event Images in Hennessy Wechat Official Account and Bar Redemption
- Hennessy Declassified Online Hub [🔗](#)
Details: Hennessy Cognac Educational Platform. Develop by HTML, SCSS, MYSQL, Javascript, Node.JS and hosted on AWS server
- Kipling Emoji HK Event [🔗](#)
Details: participants will need to answer questions in the emoji® portfolio and upload the "KIPLING CONNECT" online game to Facebook social media and share, inviting friends to challenge emoji interactive games.
- Hennessy Find What Matters Official Site [🔗](#)
Details: Hennessy Asia-Pacific Campaign, "Find What Matters", aims to make Hennessy V.S.O.P a part of the aspirational lifestyle and values.
- Hennessy V.S.O.P Food Truck x Little Bao [🔗](#)
Details: Event Registration through Facebook Messenger and Generate Ticket QR Code for cocktail, impossible bao and taco redemption
- Standard Character Usain Bolt Wechat Moment Ad [🔗](#)

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

2017 – Present

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