



Matthew Yu Wang Hin

Product Manager

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05 July, 1990

bit.ly/3btTzP8

Completed my Master's degree in ITM from HKBU. Currently working as a product manager in ZeroToSix - Asiaray Media limited. My responsibility is to create a platform to aggregate all Asiaray and third-party media into our KB LAND self-service platform to transform the outdoor traditional industry into Digital media like GDN, or Facebook Ad to provide supporting data to support customer decision making e.g. media location POI data or Potential Target Audience Reach. Our platform will go through Google Map API to create label tagging for each outdoor media and partners with the tel-com service provider to retrieve daily traffic data.

WORK EXPERIENCE

Product Manager

ZeroToSix - Asiaray Media Group 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

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)
- KB LAND Outdoor Advertising Intelligent Platform <https://bit.ly/3av9U7l>
- Outdoor Media Point of Interest Data Analytics platform <https://bit.ly/3bc4PS6>
- MTR Mobile App x Asiaray CNY Campaign <https://bit.ly/3nWE7SX>
- Asiaray Docusign E-Signature Solution Implementation
- Zoho CRM Management System
- SEO, SEM, Google Analytics, PowerBI
- Chatbot Development

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

SSI - 國際唎酒師 (2021)

Sake Service Institute

Open Water Diver (2020)

NAUI Worldwide

WORK EXPERIENCE

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

- Hennessy Declassified HK Event

- Details: Facebook Messenger Chat Bot for Event Registration, Generate Ticket OR 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

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- Hennessy V.S.O.P Food Truck x Little Bao

- Details: Event Registration through Facebook Messenger and Generate Ticket OR Code for cocktail. impossible bao and taco redemption

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- 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

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