**Candidate details**

Name: Matthew Yu Wang Hin

Current employer: ZeroToSix - Asiaray Advertising Media Limited

Job title: Product Manager

Education: Hong Kong Baptist University 2018 – 2020

Master of Science in Information Technology Management

Open University of HK 2012 – 2014

Bachelor of Science with Honours in Web Technologies

Hong Kong Institute of Vocational Education 2008 – 2012

Higher Diploma in Computer and Information Engineering

J Percy Page High School Alberta Canada 2007 – 2008

**Employment**

**Product Manager**

**ZeroToSix - 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 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 the 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, UIUX, 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)

**Managed Project**

* KB LAND Outdoor Advertising Intelligent Platform   
  <https://bit.ly/3av9U7J>
* 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

**Digital Project Manager**

**TBWA HK Omnicom Group**

**11/2017 - 11/2019**

* 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

**Managed Project**

**Hennessy Declassified HK Event**

Details: Facebook Messenger ChatBot for Event Registration, Generate Ticket QR Code, and Bar Redemption

**Hennessy Declassified SH Event**

Details: Wechat Mini Site for Event Registration. WeChat ChatBot for Ticket Generation, Receive Event Images in Hennessy WeChat Offical 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

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

Details: Event Registration through Facebook Messenger and Generate Ticket QR Code for a 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**

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

**Certificates**

* Project Management Foundation PRINCE2
* Agile Test Automation ICAgile
* Certificated of Scrum Master (CSM) GAQM
* Certified Agile Tester – Foundation (CATF) GAQM
* Foundation Level CERTIFIED TESTER ISTQB Certifications
* SSI - 國際唎酒師
* Open Water Diver (NAUI Worldwide)

**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

**Languages**

* Cantonese
* English
* Mandarin
* Chinese