

# NICK NGOH

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 **EXPERIENCE**

## **PROFILE**

- Applying for a role in a fast paced agile environment
- 2 Years experience as a PM at HeavenAddress
- Traits: Team player, strong maths background, independent online learner (Udemy), excellent communicator

## **EDUCATION**

- UNIVERSITY OF NEW SOUTH WALES | 2013
- Bachelor of Civil Engineering and Commerce

## **REFERENCES**

**Derek Goh (Founder)**  
dgoh@heavenaddress.com  
(02) 8756 5637

**Philip Yip (Head of IT)**  
pyip@heavenaddress.com

### **HEAVENADDRESS | APRIL 2014 - APRIL 2016** **PRODUCT MANAGER // RESTING PLACE**

- <http://www.heavenaddress.com/restingplace>
- Project lead for 11 successful projects for various clients delivered within budget and deadlines
- Managing the feature backlog
- Conducted user research, generated user stories and user journeys to improve UX for end users
- Carried out UI improvements that increased outsourced worker productivity
- Reduced productions costs by 1/3 by implementing new methodology
- Responsible for P&L over the life of the product
- Responsible for internal white papers detailing release cycle and potential new products
- Successfully pitching the product to multiple clients

### **HEAVENADDRESS | APRIL - DECEMBER 2014** **COMMUNITY MANAGER**

- Responsible for FB PPC campaigns to grow user community from 0 to 36K over the span of a year
- Responsible for the media schedule and content creation guidelines for design staff
- Created business partnerships with charities around Australia to leverage their social media influence
- Responsible for data analytics reports for social media communications (Google Analytics and FB Analytics)

## **KNOW-HOW**

### **PRODUCT MANAGEMENT**

- Definition of product features, prioritizing the product roadmap and managing release cycles
- Conducting user research, generating user journeys and generating wireframe prototypes
- Led daily stand up meetings to touch base with all project participants
- Experience with **Jira**, **Trello** and **Asana** to manage feature backlogs and milestones
- Using analytics from SQL, excel and Google Analytics to drive the decision making process

### **TECHNICAL SKILLS**

- Basic knowledge in **HTML 5**, **CSS 3** and queries in **SQL**
- Basic UX knowledge and design skills
- Prototyping with **Balsamiq**, **Axure** and **POP**
- Hypothesis and A/B testing
- Driving PPC campaigns on both Google and FB