

NICK NGOH

nic.ngoh@gmail.com



nicngoh.com



0423 373 990



HELLO

Heya!

I'm a PM over at PetCircle where I'm currently working on the mobile application team. I'm a smart and hard working guy who likes working on tough, challenging problems. Most importantly I'd like my work to contribute to some social good.

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PROFESSIONAL EXPERIENCE

Product Manager, PetCircle

April 2017 - Current

Braintree integration for payments

- Led the transition from our existing payment gateway(Eway) to BrainTree before our deadline (10K integration bonus from BrainTree)
- Added security against fraud, better UX throughout the checkout flow and future proofed payments(microservice) when an app is developed
- Set up post-launch monitoring in Periscope for performance overview

Fraud and security

- Led fraud efforts to develop internal automatic checks that led to an 80% reduction of fraudulent credit card charge backs
- Integration of 3rd party Addressify service that improved our blacklist capabilities while also improving front/back end UX improvements.
- Operationalised the CS and finance teams with respect to how fraud is handled and recorded

Site features

- Led various front end improvements (home page, product page, checkout flow) that led to an 8-10% rise in conversion.
- Led CRM migration from Mailchimp to Autopilot and integrated Twilio as part of our communications suite

Product Manager, HeavenAddress

Aug 2015 - Apr 2016

Resting Place

- Product has grown to include 90% of all cemeteries in Aus.
- Increased traffic from 9K to 45K a month over 2 yrs
- Reduction COGS by 1/3 and led back end improvements that improved productivity for outsourced workers by 22%



TOOLS

- MySQL workbench, Periscope , Google Analytics
- Trello, Jira, Confluence
- Axure, myBalsamiq
- SessionCam, Browserstack, Moz
- Google Tag Manager



SKILLS

- Wireframing, user case stories, empathy mapping
- Roadmapping, scope management and sprint planning
- Data analytics
- Agile (Mentored other divisions in Scrum and Kanban)
- SEO and funnel optimisation



EDUCATION

University of NSW
Bachelor of Civil Engineering and Commerce
2007 - 2013