

# NICK NGOH

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## PROFESSIONAL EXPERIENCE

### Product Manager, PetCircle

April 2017 - Current

#### Mobile application team

- Successful launch of alpha iOS and Android versions of our app
- Introduction of a UX testing framework of bringing in users, testing prototypes and user journey mapping to identify weaknesses and strengths in our MVP
- Worked across all technology squads to emphasize our micro services architecture and set guidelines on standards for our documentation in Swagger

#### Payments & Fraud

- **Fraud**
- Led a team that developed automated credit checks that reduced fraud from a high of 100K+ to 10K per month
- Integration of Addressify on both the website and our backend. Allows us to block fraud at a geographic level and also improve our deliverability OKRs with our courier partners
- **Payments**
- Led the transition from our previous payment gateway to BrainTree and built our first microservice from the ground up

#### DXT (Digital Experience Team)

- Led an interdisciplinary team to overhaul the web experience to deliver a 50% increase in traffic to the website YOY
- Successfully raised delivered margin by \$20K per month through website initiatives
- Leading the CRM migration to allow scaling of hyper personalised emails and segmentation

### 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, Periscope, Google Analytics
- Trello, Jira, Confluence
- Figma
- SessionCam, Browserstack, Moz
- Google Tag Manager



## SKILLS

- User interviews, journey mapping, wireframing
- Hypothesis testing, data analytics, A/B testing
- Roadmapping, scope management and sprint planning
- Familiarity with microservices and APIs
- **Superpower** - Getting teams and putting them back on track



## EDUCATION

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