



# TAN SOO DING (PATRICIA)

## ABOUT ME

Transitioning from engineering to Product Management, I've discovered a passion for translating complex technical concepts into intuitive solutions for users. My biggest drive is bringing incredible products to life! I love getting deep into collaboration with developers and clients. We work together to make sure every product journey leads to a successful delivery.

## EXPERIENCE

### Senior Product Manager

2025 - Current

DynaChain

- Owned product design direction and collaborated with UI designer (Figma) to deliver user-friendly interfaces.
- Spearheaded the full product lifecycle of staking portal in 6 weeks and achieving early adoption by 200+ users.
- Translated product vision into actionable user stories, requirements, and acceptance criteria across cross-functional teams.
- Drove post-launch iteration using user feedback and analytics to continuously improve product performance and engagement.
- Partnered closely with developers to resolve end-to-end issues across smart contracts, backend APIs, and frontend components.
- Led a 0-1 launch of a bonding curve-based memecoin launchpad with Uniswap V4 integration.
- Defined token issuance mechanics and AMM pairing strategies for internal trading before external DEX migration.
- Authored a clear product documentation and test case coverage for QA and audit purposes.
- Translated smart contract logic and token behaviour into diagram to align developers, auditors and stakeholders.
- Contributed Solidity code and unit tests for bonding curve logic, tax configuration, treasury management, and trading restrictions.

### Senior Executive, Product Management

2023 - 2025

DataKey Sdn. Bhd.

- Managed the team's product backlog, prioritising user stories based on data insights and key metrics.
- Led a cross-functional team, resulting in a 59% increase in project velocity in POC preparation phase.
- Defined and track key product metrics and go-to-market strategies.
- Expanded system functionality through market research and module implementation to meet client needs.
- Took initiative to promote Agile work culture, implemented ClickUp as the project management tool to enhance progress tracking efficiency.
- Developed and maintained quarterly product roadmaps to ensure project alignment with company goals.
- Defined integration strategy and aligned engineering teams through clear API specifications and technical documentation.
- Collaborated with legal & compliance team, finance team, credit team to gather requirements and streamline product workflows.
- Launched a Corporate Card Activation Portal from concept to market introduction.

## CONTACT



+60 12 657 1911



sooding097@gmail.com



<https://pat922.github.io/pat/>

## EDUCATION

**BSc (Hons) Software Engineering**

**Sunway University**

CGPA: 3.4 | 2017 - 2020

**Cambridge A-Level**

**Inti International College, Nilai**

2015 - 2017

**SPM**

**SMJK Seg Hwa, Segamat**

SPM: 9As | 2010 - 2014

## LANGUAGE

English



Chinese / Mandarin



Malay



Cantonese



## EXPERTISE

Product Management	<div><div></div></div>
Prototyping	<div><div></div></div>
Workflow Analysis	<div><div></div></div>
User Journey	<div><div></div></div>
Backlog Planning	<div><div></div></div>

## CERTS

- Product Management Bootcamp / Certified Product Manager
  - General Assembly
  - Issued Aug 2024
- GCP Boleh Campaign
  - Year 2021
  - Achieved 15 completed quests in GCP cloud platform (available on LinkedIn)
- Hong Leong Bank Hackathon
  - Developed a MVP of expense tracking app using React Native in 36 hours

## EXPERIENCE

### Full Stack Software Developer

2021 - 2023

Fusionex Group

- Built scalable ETL pipelines for big data processing and designed RESTful APIs for enterprise apps.
- Collaborated in Agile team to launch user-friendly portals and streamline deployments.
- Revamped an existing portal design in C# codebase to improve usability.
- Collaborated with BA team to implement new product design.
- Develop highly interactive web application UI using Vuejs.
- Developed a REST API back-end service using Node.js, Express.js, and Mongo DB to create scalable API for web application.

### Application Engineer (Java Developer)

2020 - 2021

Hitachi Ebworx Sdn Bhd

- Participated in SIT and UAT phase for Singapore transaction banking project, and maintained back end infrastructure using MySQL.
- Developed Java microservices for a transaction banking client and participated in full QA lifecycle.
- Built user-facing tools and fine-tuned Oracle DB performance.

### Data Analyst Intern

Dec 2019 - Mar 2020

Dunamis Digital Agency

- Analysed customers' data to target potential customer segment.
- Designed visual analytics asset to support management's decision making.
- Interpreted trends from given datasets using Python Pandas, Matplotlib and NumPy.
- Communicated data insights clearly to non-technical stakeholders to support strategic decisions

## FINAL YEAR PROJECTS

### Delivery Order (DO) Format Recognition

- A Python project to recognise different format of DO in construction industries.
- This project used OpenCV library (a library for computer vision & machine learning).

## REFERENCES

### Kenneth Chan

DynaChain / Senior Web3 Dev

**Phone:** +6011-1658 7858

**Email:** kenneth@crowdbranding.net

### Lee Yee Ping

DataKey / AM, Finance Dep.

**Phone:** +6016-364 7258

**Email:** yeeping@paydee.co