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Alvin Cheong

DIGITAL PRODUCT OWNER | FINTECH & WEALTHTECH | AGILE TRANSFORMATION

AI-Driven Product Leader with 10+ years of cross-functional experience across digital banking, investment platforms, and tech innovation. Proven track record delivering high-impact digital solutions, driving user engagement, and leveraging GenAI to automate workflows and enhance decision-making. Passionate about creating scalable, client-centric platforms across the financial ecosystem.

CORE SKILLS & TOOLS

Product Management • Agile/Scrum • Stakeholder Management • Jira & Confluence • Power BI • Figma • GenAI & Prompt Engineering • Python • SQL • API Integration • UI/UX • Digital Strategy • Investment & Wealth Management

PROFESSIONAL EXPERIENCE

UOB Kay Hian
Senior Digital Product Manager – Oct 2023 – Apr 2025

- Led cross-department product innovation, which enhanced platforms across trading, back office, and middle office.
- Used GenAI to streamline consolidation of business requirements and draft RFPs, accelerating documentation turnaround.
- Streamlined internal operations by implementing self-developed AI workflows, resulting in a significant reduction in manual workload and increased efficiency.
- Facilitated effective vendor engagement and streamlined internal prioritization across multiple business units, resulting in improved collaboration and enhanced operational efficiency.

Additiv
Digital Wealth Product Owner – Jan 2023 – Sep 2023

- Directed the development of the regional digital wealth product roadmap, serving as the subject matter expert for APAC clients, which enhanced client engagement and satisfaction.
- Created Power BI dashboards to interpret complex usage and portfolio data for stakeholder decision-making.
- Facilitated Agile ceremonies and collaborated with global stakeholders to enhance feedback-driven development, resulting in improved project alignment and increased stakeholder satisfaction.

OCBC Bank
Digital Business Product Owner – Jul 2021 – Jan 2023

- Collaborated with UI/UX teams to define user journeys, ensuring alignment of digital solutions with bank objectives, which likely enhanced user satisfaction and improved overall service efficiency.
- Prioritized backlog and guided developers to deliver scalable solutions on time.
- Managed the UAT team and implemented JQL tracking to identify delivery gaps and improve delivery efficiency.

Citibank (via TFIP Program)
Digital Business Analyst (Mobile/Wealth) – Oct 2020 – Jul 2021

- Directed the launch of the redesigned Citi mobile app, resulting in improved user engagement and increased investment feature utilization.
- Coordinated cross-functional teams to ensure delivery timelines were met and stakeholder expectations were fulfilled.

BMFA Asset Management
Director – Sep 2018 – May 2020

- Digitized CRM process through custom VBA solutions, which enhanced operational efficiency.
- Trained and coached sales team on wealth management techniques, boosting close rates.

UOB Bank
Investment Trainer – Jul 2016 – Aug 2018

- Designed and delivered training for 40+ new investment specialists and relationship managers monthly.
- Utilized data analytics to demonstrate the correlation between training and revenue uplift.
- Digitalized training assessments, which cut resource use and increased feedback speed.

HSBC Private Bank
Client Service Executive – Sep 2015 – Jul 2016

- Collaborated with investment teams to support trading and portfolio operations for ultra-high-net-worth clients, ensuring timely execution and accurate data handling.
- Assisted in the pricing of structured products and the preparation of client proposals, enhancing skills in investment product design and client engagement, which improved workflow coordination and client satisfaction.

UBS AG
Various Roles in Front/Back Office – Jan 2008 – Aug 2015

- Managed onboarding for both private and corporate clients, ensuring AML/KYC compliance and coordinating with compliance, legal, and operations to meet SLA targets.
- Developed a custom VBA-based performance reporting tool for a CHF 120M global custody client, enhancing report accuracy and facilitating scalable client reporting workflows.
- Automated monthly management reporting through Excel VBA, resulting in significant time savings.
- Led Financial Investor Scheme (FIS), which generated SGD 1.2B AUM and SGD 300M in NNM.
- Participated in end-user testing during the CRM system migration, contributing feedback that enhanced usability and ensured a smooth rollout.
- Maintained and managed client records, fee structures, performance calculations, and documentation, supporting audit readiness and operational accuracy.
- Collaborated with investment teams to prepare investment proposals and structured product ideas using Bloomberg and house views, enhancing advisory effectiveness.

EDUCATION & CERTIFICATIONS

B.Eng. (Hons), Computer Engineering – National University of Singapore
Professional Diploma, Full Stack Software Development – NUS-ISS
Certified Scrum Product Owner (CSPO) – Scrum Alliance
Certified ScrumMaster (CSM) – Scrum Alliance
CACS Paper 1 & 2 | CMFAS CM-SIP (M6A) – IBF Singapore