Zanette Cheng

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2 years of product management experience on mobile and web platforms, in the video streaming industry for SEA.

WORK EXPERIENCE

Singtel
Product Development Manager (Management Associate Programme)   **Oct 19 to Present**

- Planned and executed CAST mobile UI/UX revamp roadmap to grow monthly active rate from 20% to 50%
- Prioritised features based on data and Minimum Viable Product (MVP) goal to ensure smooth delivery of MVP in 6 months
- Translated business requirements clearly into product requirement documents and user stories
- Taught 4 developers and received buy-in from stakeholders to create Agile environment, using Scrum

Assistant Product Manager (Management Associate Programme)   **Oct 18 to Sep 19**

- Owned and executed HOOQ's web roadmap, with goal to acquire more users while delivering business requests
- Worked closely with different scrum teams and stakeholders to launch 7 new features in 2 quarters
- Accessed product performance and user behaviour using Google Analytics to prioritise features to improve user experience
- Provided data insights that convinced management to prioritise web performance for Q2 2019
- Focused on speed performance, resulting in a median increase of web redirection speed by 54%
- Identified search engine optimisation (SEO) to increase product discoverability, increasing impressions by 286% within 2 weeks of launching
- Did wireframing and low fidelity designs to translate product ideas for designer to flesh out further

Software Engineer Intern (SHINE Internship)   **May to Aug 17**

- Automated cross departmental tasks through Robotic Process Automation, saving 2000 man-power hours yearly spent on repetitive administrative data entry
- Completed an automatic daily VBA reporting legacy system to handle error cases

SKILLS

- Proficient in Google Analytics, Google Tag Manager, JIRA, Confluence, Figma, Product Management
- Working knowledge of Sketch, Adobe XD, Firebase Analytics, Python, SQL, SEO
- Basic knowledge in Java, R, Swift 4, HTML
- Experienced in working in an Agile environment, using Scrum

CERTIFICATIONS

- AWS Technical Professional Accreditation (Apr 20)
- Google Analytics Individual Qualifications (Mar 20)

EDUCATION

Singapore University of Technology and Design
Bachelor of Engineering (Information System Technology and Design), Magna Cum Laude   **May 15 to Sep 18**
- Specialisation in User Interface Design with Data Analytics
- Designed and programmed augmented reality iOS app for Capstone project

Massachusetts Institute of Technology

Global Leadership Programme   **Jun to Aug 16**

- Prototyped and manufactured a less than USD$2000 one-man catamaran boat in multi-national team