

EXPERIENCE

Product Manager

ROAME

10/2013 - 4/2017

Drove product strategy and development efforts for high-visibility LED motorcycle sneakers called ROAME Zeros

- Crowdfunded and raised over \$70,000 in pre-orders via Kickstarter and Indiegogo
- Defined 7 user experience requirements for motorcycle rider feedback on the shoes themselves, using a proprietary micro network protocol while using 2 different colored LED lights (red and yellow)
- Educated and documented agile principles that can be applied to future products on the roadmap, leading to the adoption of SCRUM

Comment [BL1]: 3 milestones for each position
-what were your wins? Not what was your job

Product Manager

People Power Company

10/2015 - 1/2017

Shipped connected smart home software that saves users' lives and helps save their money

- Drove product efforts, leading to \$30MM in contracts with different service provider customers, each with at least 100k+ end users, entering the Smart Home space
- Lead cross-functional communication with 15 internal and external stakeholders to scope and prioritize product requirements, ensuring product success at the product and program levels
- Set up and conducted Beta tests for 2 new products and presented findings to the Engineering team to recommend product feature improvements
- Researched and compiled marketing intelligence on competing B2B IoT Mobile and Web products and presented results to Executive staff in order to better position product offering against competitors
- Interviewed customers and conducted usability tests for B2B and B2C products and recommended feature improvements to Engineering team
- Managed product marketing launch campaigns for two products in Beta- Maestro and Presto

Comment [BL2]: Don't hide 30mm, make it separate

Instructional Assistant

General Assembly

3/2016 - 5/2016

Brought insight and perspective to a Product Management immersive program

- Achieved a 70% satisfaction rating among students by providing students with hands-on examples of Product Management practices
- Mentored 18 students for a 40 hour-per-week Product Management Immersive course for 3 projects
- Personalized client relationships for 2 client-facing student projects, aligning student passions with client needs

Comment [BL3]: Not NPS
-Satisfaction rating
-its not clear how that is a win
-Personalized clients

Operations Associate

Rafter

12/2014 - 2/2015

Troubleshoot inbound and outbound orders and service tickets for college textbook rental e-Commerce startup

- Identified bugs in inventory returns management system so that customers were not charged late fees or book replacement fees for textbook rentals during the Winter season of 2014, reducing churn rate by 20%
- Collaborated with the Operations team to determine and suggest more efficient workflows to eventually automate shipping and receiving processes, saving up to 2 minutes per transaction

Comment [BL4]: Bulletpoint, not summary

Product Owner

The Cajun Kings Restaurant

6/2012 - 10/2015

Established and developed a 50-seater Cajun Seafood Restaurant in Singapore with 10 staffers

- Drove strategic planning of restaurant operations so that restaurant table turnover rate was optimized to at least 2-3 turns per night, generating up to \$5,000 SGD (~\$3,700 USD) on any given night
- Generated 20% more business for suburban Lorong Chuan Neighborhood with only 6 restaurants
- Accumulated \$300,000 SGD (\$220,000 USD) in revenue the in the first fiscal year with no expense toward marketing
- Established new niche of cuisine for casual dining in Singapore
- Developed expansion efforts with the other directors of the company

BRIAN H.K. LEE

Product Manager

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Project Manager & Consultant Global Consulting Solutions 2/2011 - 10/2014

Developed educational Sustainable Agriculture program on 25-acre farmland in the Greater Vancouver, B.C. area

- Drove program development efforts with 5-person team to design and create farm management systems using Filemaker Pro
- Established tools to measure success metrics for planting crops and caring for up to 50 livestock animals
- Established and drove cross-functional communication with local architects and planning committee to convey the company vision and project requirements
- Created organizational charts and procedures prior to project completion date so that efforts may be duplicated efficiently when employees are hired
- Developed marketing plans and materials in order to attract and sell potential customers on the benefits of company products and services

Marketing Director USANA Health Sciences 10/2009 - 1/2011

Educated customers and other 15 sales associates on the benefits of nutritional products and MLM business practices

- Organized and lead product and MLM sales trainings in order to increase efficiency in educating new associates, so that Independent Sales Associates can duplicate sales of up to \$1,000 per week
- Instructed new associates how to develop skills and mindset needed to market products and business
- Lead event planning efforts in different venues for Sales Events with up to 300+ attendees throughout the Bay Area

Bilingual Customer Support Agent George P. Johnson 8/2009 - 9/2009

Resolved customer support issues in English and Mandarin Chinese for Cisco's Global GSX Platform

- Resolved customer service inquiries and concerns via phone and email in both Mandarin Chinese and English
- Retained customers inquiring about canceling service by upselling alternative solutions and products to match customer needs, leading to a 5% increase in Net Promoter Score
- Reported bugs to the Engineering team in order to create product feature improvements

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SKILLS

User research, User interviews, KPI Analysis, Business Model Canvas, Market Sizing, Competitive Analysis, Storyboards, User Stories, Agile Methodologies/SCRUM, Lean Management, Customer Onboarding, Team Training, Cross-Functional Management

TOOLS

Sketch (wireframe/ hi-fi prototype), InVision (clickable prototype), SQL, Python, Microsoft Visio, Microsoft Office Suite, Trello, JIRA, Keynote

EDUCATION

University of the Pacific | 2008 | Stockton, CA

B.A. in Music Management, Minor in Business Management

General Assembly | 2015 | San Francisco, CA

Certificate of Completion, Product Management Immersive

SCRUM Alliance |2016| Redwood City, CA

Certificate of Completion, Certified SCRUM Product Owner (CSPO)