

Eunice Yong

25 February 1989

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ABOUT ME

Innovative and passionate product manager, specializing in UI/UX design and product management for digital products. I combine design thinking, user research, and data-driven insights to create user-friendly experiences that drive business success. I'm passionate about exploring new technologies and tools to enhance the design process and always seek fresh challenges to unleash my creativity. Ready to take on exciting opportunities and bring innovative ideas to life.

PROFESSIONAL EXPERIENCES

Product Specialist

September 2016 – Present

Zeptomobile Sdn Bhd / Teramobile Sdn Bhd

- Led all aspects of apps and website management and development, research, design, and go-to-market strategies, successfully launch six content-based mobile applications in Malaysia, Singapore, and Thailand.
- Successfully redesigned company push notification ads service platform, optimizing product flow, and enhancing user experience.
- Collaborated with various stakeholders to collect and define product requirements, ensuring development teams delivered products within project timelines.
- Managed and executed social media advertising campaigns for the company

E-Commerce Webmaster

August 2015 – August 2016

Huawei Technologies Malaysia

- Collaborated with the China team to oversee product management, research, design, and analytics across app and web in four countries, resulting in streamlined processes and successful online sales events.
- Redesigned and optimized Honor Official E-Commerce Website for Malaysia, implementing various online activities like flash sales, voucher distribution, and mini games to significantly boost online sales.
- Re-launched the official e-commerce websites for the Philippines and Indonesia, leading continuous improvements in design and functionality, enhancing user appeal and usability.

Product Manager

March 2014- June 2015

M-Mode Bhd

- Led a team of three to design, develop, and manage cutting-edge mobile apps and mobile web platforms, resulting in the successful launch of five mobile applications and web portal.
- Redesigned and launched a music app on the Play Store, achieving top 3 rankings, with over 100k subscribers in Japan and 50k subscribers in Malaysia.

ADDITIONAL PROFESSIONAL EXPERIENCE

Executive of Product Innovation, M-Mode Bhd, July 2013-Feb 2014

Chinese Editor, M-Mode Bhd, 2012-2013

EDUCATION

Master of Information Technology Management, University of Malaya, Feb 2019-Sept 2021, CGPA: 3.76

Graduated with a completed research project of the title "An Ordering And Reservation Process Model For Food And Beverage Industry To Ease Congestion".

Bachelor of Art, Major in Chinese Studies, Minor in Multimedia, University Putra Malaysia, June 2009-June 2012

SKILLS

Product Management
User Experience
Problem Solving

Product Strategy & Roadmap
Market Research
Cross-functional Collaboration

User Interface Design
E-Commerce