

# Yong Ee Toang (Eunice)

## Product Specialist



### Experience

#### Product Specialist / Teramobile Sdn Bhd

September 2016 - Present

- Planning and execution of all aspects of the product throughout the product lifecycle, including long and short-term development and digital marketing.
- Worked closely with cross-functional teams to define product specifications and delivered winning products.
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like.

#### E-Commerce Web Master / Huawei Technologies

August 2015 - September 2016

- Responsible for the development of e-commerce platform and ensure the progress of the function cycle, including special sales event micro-site.
- Launched and manage e-commerce platform for 4 countries in Southeast Asia.
- Research on customer needs, market and business analysis, continuous improves platform quality and increase customer participation.

#### Product Manager / M-Mode Bhd

Aug 2012 - Jun 2015

- Team lead of Product Innovation Team.
- Design and manage the development of mobile apps and mobile web.
- Keeping feelers on competitors and market trends to see where the product should be going.

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016-958 0650

### Education

#### University of Malaya

(2019-2021)

Master of Information  
Technology Management  
CGPA: 3.76

#### University Putra Malaysia

(2009-2012)

Bachelor of Art (Chinese  
Language & Literature)  
CGPA: 3.28

### Expertise

Product Management  
UI/UX Design  
Apps Development  
Problem Solving  
Creative Thinking  
Contents Management  
Social Media Marketing

### Language

Mandarin: Excellent  
English: Moderate  
Malay: Moderate