

Luke Ong

(+65) 97687557 | yisheng.ong@gmail.com | <https://www.linkedin.com/in/lukeong7> | <https://lukespeak.com>

PRODUCT MANAGER | EX-ANALYST

Equipped with business acumen and analytics intuition, I have launched successful B2B/B2C products on digital platforms and will continue to launch products based on data-led hypotheses validated by research to support businesses and users.

KEY ACHIEVEMENTS

Singapore Tourism Board - TIH Product Manager (TIH Website and Digital Analytics)

- Evangelized the concept of a content supply chain to TIH users, so that through understanding how their content is being viewed or extracted by other industries, they will make efforts to upkeep quality of their content assets
- Reviewed TIH to define pivot strategies by assessing its fulfillment of initial objectives and its relevance to current users
- Conducted in-depth user interviews and usability testing to inform TIH website improvements that have increased active users by 20% within 3 months of launch

Tempest - Phoner Product Manager

- Applied knowledge of telecom regulations and implemented AI methods to ensure Phoner's compliance while improving user experience
- Familiar with VoIP technologies and their applications in modern communication apps
- Performed competitor analysis and used the findings to improve UX, driving conversion up by 10%
- Utilized a combination of user feedback and A/B testing to optimize the phone number cancellation flow
- Increased mobile 7-day user retention from 25% to 32% within 2 months of launching the new cancellation flow

DC Frontiers - AI Product Manager

- Utilized understanding of B2B news research domain to guide AI development in ScoutAsia
- Performed contextual inquiry and customer journey mapping to align AI capabilities with user needs in ScoutAsia

Janio Asia - Logistics Product Manager

- Improved 3PL management operations with alerts on parcel journey bottlenecks, process redesign and product development on SQL and Superset that eliminated the need for manual work costing 4 man days every month

Lazada Group - Senior Associate, Product

- Reduced first-mile lead time by 15% and improved customer satisfaction scores by 10%, by allowing 3PLs and sellers to share more accurate failed pickup reasons with the Regional Operations team through the order fulfillment product
- Drove cost reduction initiatives across Southeast Asia, by building zero-to-one product on SQL and MaxCompute, which integrated data sources to compute last mile logistics costs, reducing decision-making time by half a day

PSA Singapore - Senior Analyst

- Applied knowledge of port operations and container handling processes to optimize yard crane fleet size
- Obtained buy-in from senior management on the optimal yard crane fleet size to reduce 10% of truck waiting time
- Familiar with port productivity metrics and their impact on global supply chains

WORK EXPERIENCE

| | |
|---|-------------------|
| Singapore Tourism Board - Tourism Information and Services Hub (TIH) | Aug 23 to Present |
| Project: Parcel Transit Time Forecast (https://lukespeak.com/resources) | Apr 23 to Aug 23 |
| Project: Google Analytics Tracking for https://lukespeak.com | Feb 23 to May 23 |
| Tempest | Jul 22 to Jan 23 |
| DC Frontiers | Mar 22 to Jun 22 |
| Janio Asia | Jul 21 to Feb 22 |
| Lazada Group | Aug 19 to Jul 21 |
| Funding Societies | Nov 18 to Jul 19 |
| PSA Singapore | Sep 15 to Oct 18 |

CORE COMPETENCIES

Agile Product Management Data Analytics Software and Data Architecture User Research Product Roadmapping

EDUCATION

| | |
|---|-----------------------|
| Singapore University of Technology and Design | Singapore |
| Bachelor of Engineering (Engineering Systems Design), Summa Cum Laude | Graduated in Aug 2015 |