

GOH JUN YI, XAVIER

Product Manager

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WORK EXPERIENCE

APR 2021 — PRESENT Self-Employed | Singapore, Singapore

Stocks & Derivatives Trader

- Hypothesised and executed on trade plans efficiently by leveraging on extensive knowledge of Technical Analysis (TA) concepts and options strategies.
- Self-developed strong Trading Psychology having experienced numerous trades of varying risk.
- Self-taught in trading equities and derivatives: Stocks, Options, Crypto, Spot, Futures, etc.

AUG 2020 — APR 2021 Ninja Logistics Pte. Ltd. (NinjaVan) | Singapore, Singapore

Product Manager

- Led cross-functional teams in the development of NinjaChat – an AI-enabled Social Networking Service (SNS) chatbot that provides users with self-service solutions, thereby improving customer service efficiency by 18%. (More about NinjaChat here: <https://developers.facebook.com/success-stories/ninjavan>)
- Continuously engaged with stakeholders and delivered >10 features to supplement lapses in agent services (e.g. automatic conflict resolution) enabling NinjaChat to be positioned as the primary engagement tool for shippers.
- Improved user subscription flow and collaborated on subscription campaigns with partners which drove unique NinjaChat subscriber growth by more than 20%.
- Planned roadmap (from inception to implementation) of a new product vertical that leveraged on SNS chatbots/ads to help sales teams more efficiently qualify leads and onboard customers.
- Took on Scrum Master responsibilities and led sprint planning, reviews, retrospectives and daily scrums with the development team resulting in consistent delivery of product features across six different countries.

AUG 2018 — JAN 2020 CoverHound, Inc. | San Francisco, California

Product Management Associate /Product Analyst

- Drove product goals via stakeholder research, defining/redefining of performance indicators and development of data-driven hypotheses.
- Built and maintained Business Intelligence tools to assist stakeholders in analysing overall effectiveness, and progress of individual/project goals.
- Identified areas of the user subscription funnel that were underperforming and collaborated on user flow revamps which increased lead acquisition by 15%.
- Developed an intelligent routing model that leveraged on customer profiling to drive sales and improve resource efficiency by 10%.
- Prepared and tested price estimation prediction model that resulted in 10% lower drop-off rates and improvement in Net Promoter Score (NPS).

EDUCATION/ RESPONSIBILITIES HELD

AUG 2016 — JUN 2020 National University of Singapore (NUS)

Bachelor of Engineering in Electrical Engineering (Hons.)

JUL 2018 — AUG 2019 NUS Overseas Colleges (NOC)

APR 2017 — AUG 2018 Residential College 4 (RC4), NUS

Director of Clubs and Societies

SKILLS

Agile, Communications, Data Visualisation, Design Thinking, Product Design, Product Strategy, Python, Scrum, SQL, Stakeholder Management, Systems Thinking