



# Matthew Yu

## Assistant Digital Experience Manager (Product Manager)

Innovative Assistant Digital Experience Manager with a Master's degree in Information Technology Management from HKBU, certified in PRINCE2, Agile Scrum Master, and SAFe Product Owner. Proven track record in enhancing user experience and driving engagement through data-driven digital solutions. Expert in managing high-traffic products, evidenced by successfully handling over 100,000 unique visitors each racing cycle at The Hong Kong Jockey Club.

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📍 Tseung Kwun O, Hong Kong

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📞 65910076

📅 05 July, 1990

## WORK EXPERIENCE

### Assistant Digital Experience Manager (Product Manager)

#### The Hong Kong Jockey Club

12/2021 - Present

##### Achievements/Tasks

###### Key Achievements:

- Spearheaded the 'Racing Touch' app project, delivering an integrated racing solution with comprehensive horse information, live streaming, betting, and secure transactions, resulting in a 30% increase in user engagement.
- Drove digital product roadmap, successfully aligning 10+ cross-functional team members to priority feature sets, improving sprint delivery efficiency by 40%.
- Transformed business insights into actionable product requirements, significantly enhancing the customer digital interaction and satisfaction scores by 25%.

###### Certifications:

- PRINCE2 Project Management, Certified SAFe Product Owner, Agile Scrum Master

###### Technical Proficiencies:

- Agile Frameworks: Scrum, SAFe, Jira, Confluence
- Familiarity with payment gateways and APIs, FPS, EPSCO
- Data Analysis: Google analytics, Glassbox, Python, PowerBI

###### Responsibilities:

- Managed end-to-end project release timelines, ensuring timely and successful product launches.
- Coordinated with development teams to maximize value in sprint deliveries.
- Delivered robust incident management support, minimizing downtime by 40% during peak racing events.
- Played a pivotal role in product strategy, driving the enhancement of digital channels which cater to a diverse audience with varied digital interaction patterns.

###### Managed Projects:

- Racing Touch: An all-in-one app delivering a seamless racing experience for fans.

## EXPERTISE

Agile Scrum Master

Agile Methodology (Scrum, Kaban)

Prince2 Project Management

JIRA, Confluence, Slack

Functional & System Testing, UAT

SAFe Product Owner

Leadership

Sprint Planning

Change Management

SEO

Google Analytics

Vendor Management

Data Analytics

Big Data

Python

PowerBI

Payment Gateway

FPS

EPSCO

## LANGUAGES

Cantonese



English



Mandarin  
Chinese



## AVAILABILITY

1 months notice

## WORK EXPERIENCE

### Associate Project Manager

The Hong Kong Jockey Club

08/2021 - 11/2021

Hong Kong

*Achievements/Tasks*

- Manages projects or phases of projects covering part or all the full development lifecycle
- Implementation support or other specialist functions (e.g., Release Management, Testing)
- Directly accountable for project resources and for identifying project stakeholders at an early stage and manages them effectively through appropriate matrix management; plans, organises and controls projects in order to deliver required quality business solutions within agreed timescales and budget
- Defines the scope of the project, manages project objectives, risks, issues and resources
- Ensures project deliverables are capable of achieving the benefits defined in the project proposal.

### Product Manager

ZeroToSix - Asiaray Media Group Limited

11/2019 - 08/2021

Hong Kong

*Achievements/Tasks*

- Certification of PRINCE 2 & Agile Scrum Master. In-depth knowledge of JIRA & Confluence Agile tools
- Analyze technical requirements from clients, internal stakeholders, and development risks with IT team, define new features /enhancement/tasks and obtain management buy-in.
- Collaborate with business users and IT to provide technical direction to create product prototypes, UI/UX, user flow diagrams, storyboards on systems analysis, design, development, testing, and deployment.
- Define project scope & timelines, people resources/work taskforce, budget, communication, and delivery of the solution into production.
- Provide monthly reports to top management for projects on deliverables, impacts/challenges, and measurable. Responsible for vendor management and work with external third parties.
- Agile Practice - Arrange Sprint Planning, Story card estimation, Daily standup allows members of the development team to share status updates and identify obstacles and Retrospective session
- Graduated with a Master of Information Technology Management with a technical background. Good experience in Web, Mobile development, Data analytics, and Cloud technical knowledge (Kubernetes, Docker, DevOps, CI/CD, Microservices)

## EDUCATION

### Master of Science in Information

Technology Management

Hong Kong Baptist University

2018 - 2020

### Bachelor of Science with Honours in Web Technologies

Open University of HK

2012 - 2014

### Higher Diploma in Computer and Information Engineering

Hong Kong Institute of Vocational Education

2008 - 2012

### J Percy Page High School

Alberta Canada

2007 - 2008

## CERTIFICATES

PRINCE2 -Project Management Foundation (2018)

PRINCE2

GAQM - Certificated of Scrum Master (CSM) (2017)

GAQM

Open Water Diver (2020)

NAUI Worldwide

SSI - 國際唎酒師 (2021)

Sake Service Institute

WSET Level 2 Award in Wines -Pass With Merit (2021)

Wine & Spirit Education Trust

SAFe Product Owner/Product Manager (2023)

Scaled Agile, Inc.

## WORK EXPERIENCE

### Digital Project Manager TBWA HK Omnicom Group

11/2017 - 11/2019

Hong Kong

#### Achievements/Tasks

- Certificated of Prince2 Project Management. Manage project schedules, set and meet project development budgets
- Develop user flows, wireframes and scope out digital project based on creative concepts
- Manage a team of designers, developers, external vendors through all stages of a project from concept, prototyping, production, QA to deployment
- Communicate with stakeholder to gather business requirement and ensure stakeholder expectations are met throughout the project lifecycle
- Consult on the capabilities and limitations of various web, mobile best practice design principles and usability
- Familiar with Google Analytics, SEO and Adobe Omniture to monitor A/B Test Result

### Software Quality Assurance Analyst JobsDB Hong Kong Limited

06/2014 - 11/2017

Hong Kong

#### Achievements/Tasks

- Experience in gathering user requirement, managing project scope, timeline, and budgets on JIRA & Confluence for setting up a regional QA Environment
- Arrange weekly catch up with Customer Service Team to identify business users needs
- Certificated of Agile Scrum Master and facilitate between UX Designer, Engineer and Product Owner to create user stories, project prioritization and define business objective
- Develop Test Plan, User Acceptance Plan and Test Summary Report - Perform User Acceptance Testing (UAT) and System Integration Test in Agile Development Cycle
- Achievements: Personalisation Job Recommendation 