

Justin Chai

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With over 9 years of managing technical builds, I have an innate ability to combine tech with design. My project management background gives us a unique insight into how Technology and User Experience can be combined to deliver innovative products. I have also launched an Innovation Hub, worked on data platforms and led Digital Transformation in organisations. Moved to Shanghai from Singapore in July 2018 to deepen my knowledge in User Experience and the Digital Industry in China.

Skills

Project Management ●●●●●

Innovation Strategy ●●●●●

Media Performance ●●●●●

User Experience Design ●●●●●

Digital Marketing ●●●●●

Technical Knowledge ●●●●●

User Experience Research ●●●●●

eCommerce ●●●●●

Data Analytics ●●●●●

Work Experience

Media Manager

FrieslandCampina Shanghai (Shanghai) // July 2018 - Present

Moved to Shanghai in 2018 as I wanted to learn how User Experience can affect consumer's perception of the brand through advertising.

- **Launch of our 1st Party DMP:** Developed the UX of a 1st Party DMP as well as product managing it. Led to a 30% increase in Media Efficiency.
- **Awareness Media Management:** In charge of programmatic media campaigns across 60 different cities, ensuring that we meet our N+Reach and TA% goals for each campaign. Led to a 9 point increase in Awareness in 2018 for Friso Prestige while maintaining high awareness for Friso Gold.
- **Innovation Masterclass:** Worked in a team to deliver a disruptive innovation strategy that can help the company discover alternative streams of revenue.

Head of Regional Digital Innovation

FrieslandCampina AMEA (Singapore) // January 2016 - June 2018

Led FrieslandCampina AMEA's Regional Digital Innovation strategy for Friso, including launching a SGD1Million innovation hub, revamping our approach to Data Analytics and leading the Digital Transformation and eCommerce strategy in Singapore.

- **Launch of a Innovation Hub:** Launch a SGD1Million Digital Innovation Hub that focuses on Commercial Innovations to help drive an data driven approach and solve business challenges in the region. Developed a data hub on Tableau, multiple iterations of a new product and continue to drive strong user experience focus internally.
- **UX, Digital and Data Transformation:** Led discovery workshops between regional and local teams to gather requirements to develop a new digital transformation strategy. Educated teams on Digital Trends, Best Practices as well as guided them into a data driven way of working using Google Analytics and Tableau.
- **eCommerce Strategy:** Led eCommerce strategy that started in Nov 2015 in Singapore across different e-retailer platforms, such as Lazada, Qoo10 and Fairprice, developing best in class shop-in-shop stores for Friso Singapore. A/B testing of our own store on Magento, as well as a revamped website led to a 25% increase over our sale goals in 2016. eCommerce became 20% of our entire Singapore business in 2017.

Digital Consultant

Freelancer (Singapore) // January 2016 - July 2017

Seeking further challenges, I started to source for my own clients and helped them meet their UX goals and other digital marketing challenges.

- **UX eCommerce Revamp:** Mobile and Desktop revamp of Singapore Changi Airport eCommerce website (iShopChangi.com), modernising the platform with an improved product discovery flow, purchase flow to help drive conversion rates.
- **Making Newsletters Great Again:** Worked with BBC Singapore to revamp their suite of digital newsletters to help drive conversion from potential advertisers.
- **Delivering Care:** Drove an improved social media strategy for Temasek Cares on Facebook to increase Fan Count as well as improve engagement rate.

Senior Project Manager

VML Qais (Singapore) // July 2010 to January 2016

VML Qais, now known as VML Y&R offers a unique approach to projects with an integrated look at the entire digital marketing funnel. Combining with managing technical projects, I gained a unique insight and ability to understand client's business challenges and offer them the right solution.

- **Project Leader:** Lead Project Manager, managing internal resourcing for all projects as well as being the main contact for new pitches, businesses and new projects. Mentored new members of the team in the Art of Project Management while running my own projects, worth upwards of SGD500k.
- **UX Consultant:** Able to drive UX conversations with clients as well as guide them on the best approach for their digital projects, including multiple marketing applications on Facebook to help drive client's digital needs.
- **Technical Expertise:** Understand limitations of technical deployment, especially the importance during design phase. I help to translate design into technical needs, advising clients on the best approach to their challenges.
- **Website Revamps:** Completed multiple revamps for clients across multiple industries on different technological stacks such as Wordpress, Magento, Shopify, Drupal and Expression Engine, each time also account managing the project.
- **Digital Marketing:** Involved in multiple digital marketing campaigns, including email, media, social campaigns for clients in Hospitality, Beauty, Finance and Tech industries. Analysed results to help drive further results for clients.

Key Client Engagements



Project Leader for INSEAD revamp on Drupal, managing UX, Design, Tech and Content. The new design had a 50% increase in conversion in the 1st month, growing visits by 140% and reducing bounce rate by 10%.



Managed OCBC Bank's social media account, including social media strategy and marketing application user flows



Drove the technical development of Mahindra's social entrepreneurship platform called Spark the Rise.

Awards and Recognition

Martech Insights Award (Shanghai)
Friso Media Platform (2019)

Marketing Interactive (Singapore)
Best Use of Digital (2018)

Guardian Health & Beauty (Singapore)
Best eCommerce Support (2017)

Winsenius Award (Singapore)
Innovation & Sustainability (2017)

Education

Nielsen Norman Group (US)
UX Certification (2017)

Nanyang Technological University (Singapore)
Bachelor of Communications Studies (2010)