

Justin Chai

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I coach teams to deliver great digital experiences.

I pride myself delivering business results while guiding individuals to meet their professional and personal goals. Love to get down to the nitty gritty and be hands-on.

From Malaysia, been in Shanghai since 2018.

Director, Digital Experience & Data

VMLY&R (Shanghai) // August 2019 - Present

Lead a team of 15 people to define and design the experiences for the FordPass and Lincoln Way digital channels.

- **Establish process and consistency:** Oversaw and define the digital experiences for FordPass and Lincoln Way as well as established processes to ensure consistent design when the team grew from 2 to 6 designers.
- **Improve team efficiency:** Solved design inconsistencies and development inefficiencies by building a new Design System. Led to a 50% reduction in legacy codebase and enabled both designers & developers to save time by up to 40% when building a page.
- **Managing stakeholders:** Managed an evolving organisation structure to drive client satisfaction, alignment and business continuity.
- **Data + Design:** Used data to guide future designs and conversations, whether it is through research projects, validation plans or generating reports and dashboards to monitor digital channel performance.

Media Manager

FrieslandCampina Shanghai (Shanghai) // July 2018 - July 2019

Designed and managed the development of a 1st Party DMP. Monitor and optimize Brand Awareness Media Campaigns for Friso Shanghai.

- **Launch of our 1st Party DMP:** Developed the UX for a 1st Party DMP, the roadmap for future enhancements as well as managed the vendor working on it. Led to a 30% increase in Media Efficiency.
- **Awareness Media Management:** In charge of awareness 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 the roadmap of a digital innovation product, an ecosystem for health conscious potential mothers to find the right personalised diet, fitness regime and health plan.

Digital Innovation Lead

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 an Innovation Hub:** Develop the product strategy and innovation roadmap for a SGD1Million Digital Innovation Hub that focuses on Commercial Innovations to help drive a data driven approach and solve business challenges in the region. Concurrently, worked on a data platform on Tableau and multiple iterations of an Amazon Dash Clone.
- **eCommerce Platform Revamp and Strategy:** Led the eCommerce platform strategy for Friso in Singapore. This included a platform improvement roadmap on Magento, such as revamping the UX for our mobile-focused user data collection and checkout process, integration with external APIs, A/B testing and new digital services. Led to a 25% increase over our sale goals in 2016. eCommerce became 20% of our entire Singapore business in 2017.
- **Digital Experience 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.

Digital Experience Consultant

Freelancer (Singapore) // January 2016 - July 2017

To help nurture my business development skills as well as challenge myself, I freelanced as a digital consultant.

- **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.
- **Newsletter Design:** Worked with BBC Singapore to revamp their suite of digital newsletters to help drive conversion from potential advertisers.
- **Aviva Registration Experience:** Consulted for an agency to oversee the development of the registration process for Aviva, an Insurance Company, for an insurance tailored for National Serviceman.

Senior Project Manager

VMLY&R (Singapore) // July 2010 to January 2016

Manage the digital and technical experiences for responsive, mobile first websites. Helped to bridge both Tech and Design. Also worked on digital marketing projects across email, media and social.

- **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.
- **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 in charge of quality technical deployment, bug checking as well as future improvements.
- **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.