

Dylan Wo Qiying

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Product Manager bridging data and product, with marketplace experience optimizing checkout conversion and growth across 10+ SEA markets (200M+ DAU). Strong in experimentation, analytics, and cross-functional GTM, backed by a BSc in Business Analytics.

EDUCATION

BSc. Business Analytics, Second Major in Economics, at the National University of Singapore (NUS)

Specializations: Machine Learning, Financial Analytics

Grade: Honors, Distinction, Graduated 2025

EXPERIENCE

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Product Manager, Cart & Checkout

Aug 2025 - Present

Product Manager for Marketplace Order Conversion, Cart and Checkout.

- Own and prioritize the Cart & Checkout product roadmap across 10+ markets serving 200M+ daily active users, driving a 10% lift in checkout conversion against quarterly conversion and AOV OKRs.
- Led go-to-market for 5 regional launches end-to-end (discovery and PRD through A/B-tested rollout in Agile sprints) partnering with engineering, design, and marketing, and sequencing delivery with impact-to-effort prioritization.
- Key projects delivered:
 - Drove adjacent-market expansion into Laos, Cambodia, Myanmar, and Brunei, unlocking ~8M new addressable users with localized checkout journeys per market.
 - Launched teleconsultation for PSEF licensing in Indonesia, enabling regulatory compliance for 10K+ sellers and listings, and de-risking continued operation in a key market.
 - Defined and shipped new-buyer activation initiatives across all markets, improving activation by 15%, validated through cohort analysis of a redesigned customer journey.
 - Designed a "Buy One More" upsell and cancel-checkout intervention, cutting abandonment by 12% and lifting AOV by 4%, validated via A/B tests run on an internal ABT platform.
 - Led the Cart, Checkout, and Order Success UI revamp for 200M+ DAU, reducing checkout time by 5% through user research and Figma prototyping.

Product Manager, User & Promo Data

Jan - Aug 2025

Data Product Manager for Marketplace, Data Products Team.

- Owned 4 foundational data marts (User, Notification, Voucher, Promotion) as a single source of truth for 20+ downstream analytics teams and 50+ local BI partners, enabling reliable, self-serve data products for clear KPI reporting.
 - Partnered with engineering on 10+ impact assessments to reduce data-mart query latency by ~20%, saving ~200 compute-hours/month.
 - Authored end-to-end documentation and self-serve user guides that cut stakeholder onboarding time by 40% and reduced repeat support queries by 50%+, strengthening stakeholder management and freeing the team to focus on roadmap work.
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SKILLS

- **Product Management:** Roadmapping, A/B Testing & Experimentation, OKRs, Funnel & Conversion Optimization, GTM, Stakeholder Management, Competitive Analysis, Agile/Scrum
- **Languages:** Python, R, SQL / No-SQL, Java, Go, HTML / CSS / JavaScript
- **Frameworks & Libraries:** Node.js, Flask, React, Next.js, Vue.js, PyTorch, TensorFlow
- **Tools & Platforms:** JIRA, Confluence, Figma, Git, Linux (WSL), Docker, MLflow, Google BigQuery, Apache Hadoop, Airflow, Kafka, Power BI, Microsoft Azure, AWS, Google Cloud
- **Others:** Machine Learning (Regression, Decision Trees, Deep Learning, NLP), Econometrics, Micro and Macro Economic Analysis, Financial Modeling, Risk Analytics, Fraud Analytics