

MABEL TAN

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PRODUCT MANAGER & UX RESEARCHER

Experienced and driven product professional with expertise in product management and user experience research. Skilled in collaborating with all members of the organisation to develop projects from concept requirements to final product delivery. Proficient in producing content and facilitating design sprints, organising user interview cohorts, and team-building workshops.

CORE COMPETENCIES

- Product Management • User Experience Research • Design Sprint Facilitation • Design Thinking
 - User Journey Mapping • User Interview Methodologies • Team Building Facilitation • Writing & Copy Editing
 - Product Analysis, Strategy, & Roadmapping • Resource Management
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EXPERIENCE

CO-FOUNDER, SEQUENCE.WORK; FRANCE/MALAYSIA — 2018-PRESENT

- Launched a data labelling platform for data scientists following intensive market analysis and extensive user interviews on data scientists' needs for their machine learning projects.
- Developed product strategy, requirements, and roadmap that allowed us to reach our MVP build within the first 3 months, and service individual data scientists and high-volume enterprise customers within the first 6 months.

PRODUCT MANAGER, SUPAHANDS; MALAYSIA — 2016-2018

- Developed recommendations and delivered the Supahands Workplace platform, which was a critical tool for transitioning manual worker management to an online platform. This allowed the company to manage the sudden tripled scale of outsourced remote workers.
- Conducted product feature audits, gap analyses and user experience research which resulted in feature improvements that positively impacted turnaround times for projects and usability for remote workers.

PRODUCT MANAGER, VLT LABS; MALAYSIA — 2015-2016

- Comprehensively managed and oversaw product development for client projects for new founders as well as enterprises.
- Resource management of cross-functional teams to launch MVP, Alpha, and Beta versions of products.
- Provided consultation and extensive research on strategic opportunities for clients regarding their user experience, product strategy, validation, and feasibility.

HUMAN RESOURCE & CULTURE EXECUTIVE, FROGASIA; MALAYSIA — 2014

- For my Masters Industry Research Project & Thesis, I conducted research on the existing norms and organisational culture at FrogAsia.
 - Delivered significant improvements on employee well-being by rolling-out company medical cards, regular all-hands meetings, feedback loop forums, lunch & learns, and team-building workshops.
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EDUCATION

MASTER OF ARTS IN DIGITAL MEDIA MANAGEMENT — Hyper Island Digital Creative Business School; United Kingdom, 2014

BACHELOR OF ARTS IN MEDIA STUDIES (FIRST CLASS HONOURS) — Teesside University; United Kingdom, 2010-2013