

Tan Yu Hao

82333503 | Email | LinkedIn

WORK EXPERIENCE

PUFFY | DIGITAL PROJECT MANAGER

Mar 2023 – May 2025 | Dubai

- Led all site projects including product launches/refreshes, back-end migration, UI theme updates, 3rd party integration, and 6 figures Ad campaigns. Awarded on-time delivery bonus 86% of the time.
- Switched from bi-weekly to weekly release cycle. Enabled immediate site changes and helped to drive 20% revenue growth in 2024.
- Directly managed 3 cross-functional managers, oversaw and directed a complete delivery team of 19 team members.

POMELO GROUP | SCRUM MASTER

Mar 2022 – Nov 2022 | Singapore

- Introduced Agile and Scrum framework to the company and drove acceptance of Scrum/Kanban within 3 months.
- Doubled velocity per capacity within 4 sprints, kept team's happiness at 4.1/5, and measured User Story quality using a binary score in plans to improve this key impediment. Over the course of 5 sprints, completed 13 retrospective action points with the team.
- Scrum Master of a cross-functional squad that delivered the highest output within the company, and completed a full product MVP delivery (Merchant services and payment portal) within 3 sprints.

CRESCODATA | ECOMMERCE PROJECT MANAGER

Sep 2020 – Mar 2022 | Singapore

- Lead all eCommerce projects worth over 1 million ARR, including the integration of one of the largest AU shopping center company to multiple platforms and marketplaces.
- Acquire, build, iterate and deliver requirements and projects within quality, scope and budget, using a hybrid approach.
- Drove the change of a hybrid approach internally by collecting and analysing project team work performance data, and applying it to CrescoData's project types.

STYLE THEORY | LOGISTICS PRODUCT LEAD

Mar 2018 – Jun 2020 | Singapore

Double promotion from Analyst to Lead: Feb 2019

- Led the Singapore logistics team.
- Single-handedly launched Style Theory's inhouse logistics service within 9 months. Increased customer satisfaction to 99% and reduced cost by 35% over external competitors.

WORK EXPERIENCE

- Reduced daily admin manpower requirement by 30% with Google Apps Scripts. Built delivery notifications feature and orders management system for new Style Theory Shopify website in 4 days.
- Led the development and launch of Style Theory's secure unattended delivery service (lock&go). Set direction of product, UX design and data flow. Service achieved a 30% adoption rate and 70 NPS score during rollout.
- Built new metrics to track drivers' performance and customers' satisfaction with SQL and external APIs and coupled it with new incentive models to increase on-time delivery by 20%.
- Took initiative to research and fix long-standing Google Maps API inaccuracy issue, eliminating wrong address issue and negative customer experience.

RATEIT | OPERATIONS MANAGER

Jan 2017 – Oct 2017 | Singapore

STANDARD CHARTERED BANK | COMMUNICATION SURVEILLANCE ANALYST

Mar 2016 – Jan 2017 | Singapore

EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE

BACHELOR OF ARTS & SOCIAL SCIENCE

Graduated July 2015

Major: Economics

SELF-TAUGHT PROGRAMMER

Projects

Personal Website - yuhaocooper.com

SQL Developer - Personal Trading Expert Advisor

PROFESSIONAL CERTIFICATIONS

PMI

Certified Project Management Professional (PMP)

ICAgile

Certified Enterprise Agile Coach

SKILLS

TECHNICAL SKILLS

Proficient with:

Agile|Scrum|Kanban • Asana • JIRA • ClickUp
JavaScript • MERN • SQL • REST API • C++
Payments • Shopify

SOFT SKILLS:

Experienced:

Team Building & Management • P&L Ownership
Product Management • Project Management
Leadership • Stakeholder Management
Conflict Resolution