

Chris Chan

Product Specialist · Digital Products

Kuala Lumpur

chanyenqi018@gmail.com
+60 18-3969 651

Portfolio & app →

PROFILE

Product specialist who takes digital products from idea to App Store release. Background in product management, UI/UX design and B2B marketing; hands-on with AI features, subscriptions and analytics.

EXPERIENCE

Aug 2026

Product Specialist · Your Light

Habit-building app · Download on App Store Google Play

- **End-to-end ownership:** idea, user needs, scope and the full brand system.
- **Launch:** App Store listing in English, Malay and Chinese; resolved App Review feedback.
- **Growth (AAARRR):** daily small steps, streaks, friend invites and subscriptions.
- **AI assistant:** Claude API learning assistant with safety rules, consent and a cost cap.
- **Subscriptions and analytics:** RevenueCat on Apple and Google; Amplitude for the funnel.
- **Features:** mood check-ins, gentle reminders, learning courses with games and certificates.
- **Privacy by design:** analytics count actions only, never feelings or personal text.

Sep 2025 – May 2026

Sales & Product · True North Furniture Sdn. Bhd.

- Managed China supplier projects for Malaysian clients, from site visit to installation.

Aug – Oct 2024

Product Manager · Paydibs Sdn. Bhd.

- Worked on the e-wallet (MCash) and payments revamp; wrote backlogs and user stories.
- Wrote requirements for account tiers and wallet limits.
- Proposed loyalty and e-remittance features.

Nov 2023 – Jul 2024

UI/UX Designer · Hiseven Sdn. Bhd.

- Designed SocGo IP, HiStudio and BitSkyX in Figma, wireframe to final UI.
- Built a shared design system; wrote Jira tickets with acceptance criteria.

Oct 2021 – Mar 2023

Marketing Executive · CADVision Systems Sdn. Bhd.

- Led a team of 4 to host a software launch with over 400 participants.
- Ran B2B lead generation: EDM, webinars, social, events and partnerships.
- Grew marketing-contributed revenue and lead volume while lowering cost per lead.

INTERNSHIP

Jan – Mar 2020

Business Intern · Running Men Sdn. Bhd.

- Designed a cloud-kitchen menu; ran Facebook ads.

EDUCATION

Sunway University / Lancaster University 2017 – 2021

BSc (Hons) Marketing · CIS ECA Scholarship

Confucian Private Secondary School 2011 – 2017

Unified Examination Certificate (UEC)

LEADERSHIP & ACTIVITIES

Leadership

- **Founding President**, Sunway University Mixed Martial Arts Club (2019/20) · appreciation letter from Student LIFE
- **Committee**, Sunway University Swimming Club (Jan – Dec 2018)
- **Organising team**, Sunway Inter-Faculty Swimming Competition (2018) · certificate of appreciation
- **Volunteer**, Sunway Ambassador Leadership Trek (2017)
- **Participant**, SUBS Buddy Line Programme, Sunway University Business School (2017/18)

Competitions & awards

- **Finalist**, BizSport 2023 business competition · Spark Liang team
- **Champion**, Taiji Push Hands 56 kg, Ge Mei Lia Wushu Tournament, Kuala Lumpur (2013)
- **3rd Place**, Chang Choy Wong's Push Hand Championship, Kuala Lumpur (2013)
- **Consolation Prize**, Choy Lee Fut Traditional Wushu Championship, Kuala Lumpur (2012)
- **1st Runner-up**, Choir Singing Competition, Confucian Private Secondary School (2015)
- **Merit Prize**, Cooking Competition (Senior), Confucian Private Secondary School (2014)

Interests

- Exercise · Tai Chi · Reading

SKILLS

Product

Strategy · Roadmaps · User stories · Requirements · Agile / Scrum · Brand systems · Figma · Design systems · Wireframes · Prototypes · Amplitude

Tech

Jira · App Store Connect · RevenueCat · Firebase (FCM) · Claude API · Supabase · AWS Amplify · Resend · Sentry

CERTIFICATES

- Agile Project Management, Google (2025)
- Scrum Master, LinkedIn (2024)
- Product Management, LinkedIn (2024)
- Python for Data Science, IBM (2024)
- UX Design, Google (2022)

LANGUAGES

Chinese (native)
English (advanced)
Malay (conversational)

LOOKING FOR

Product Specialist, Product Manager or Product Owner roles in tech companies. Remote, hybrid or Kuala Lumpur.

REFERENCES

Hiseven reference letter available. More on request.