

HELEN POON

www.helenpoon.com

helenpoonhy@gmail.com

Education

The New School

MS in Media Management

2019-2021

Designlab

UX Certificate

2020

UC Berkeley

BA Media & Communication

2014-2018

University College London

BA Anthropology

2016-2017

Skills

Management — Product roadmapping, stakeholder communication, Asana, Trello, Notion, Spreadsheet

Design — User research, information architecture, user flows, journey mapping, visual design, interaction design, user personas, Figma, WebFlow

Analytics — Google Analytics, HotJar, Metabase

Program — Basic HTML, CSS and Javascript

Experience

Product Owner — In Our Backyards Inc. (ioby) • Jan 2021 - Jun 2024

- Championed the migration from the current platform to new systems, leading to accelerated feature development, enhanced product performance, and staff buy-in.
- Developed and presented product requirement documents to align internal teams and communicate effectively with external funders.
- Collaborated with team leads and directors across departments (Growth, Customer Success, Finance, and Marketing) to assess data needs and define actionable Product goals.
- Stepped up to fill the void of a missing CTO, driving the recruitment process, shaping interview questions, and ensuring continued progress in product strategy and user research.
- Established a strong product culture through conducting Product team office hours, delivering product progress demos, and regularly sharing accomplishments across various channels.

UX Designer — In Our Backyards Inc. (ioby) • Jun 2021 - Jan 2022

- Introduced UX practices and research methodologies, elevating the organization's understanding of user needs and preferences.
- Fostered trust and collaboration with cross-functional teams by organizing regular meetings, building a solid product roadmap, and implementing a user-friendly ticketing system in Asana.
- Led generative user interview sessions with community leaders, project donors, and potential users, resulting in the creation of user personas for better alignment across departments.
- Conducted insightful user interviews and heuristic analyses, effectively translating findings into informed designs in Figma.
- Pioneered process improvements, including user research guidelines, an ideation board for staff suggestions, and a streamlined ticket request system, enhancing overall team efficiency.

UX Designer & Ecom coordinator — Annika Inez • May 2020 - Jun 2021

- Initiated redesign and launch of new e-commerce website for high end jewelry brand, increasing user traffic by 200% in 6 months in combination with new digital marketing efforts.
- Hired developer and created timeline to launch the new site.
- Conducted user research to understand shopping habits during the pandemic, and presented data to Annika herself as design rationale for e-com redesign.
- Respond to customer inquiries, create sales orders, invoices and linesheets, coordinate returns, exchanges, and repairs by communicating with production.

UX Designer — Gateway Regional Council • Mar 2021 - May 2021

- Collaborated with PM and designers to plan and conceptualize new website redesign for non-profit focused on serving rural and urban African American and other vulnerable communities.
- Participated in weekly meetings with internal team during ideation phase to establish a product requirement document and timeline moving forward to present to client (GRC)
- Presented competitive analysis to GRC to illuminate pros and cons of existing non-profit websites, elements to potentially include, while keeping in mind scalability and future content development
- Designed wireframes during concepting phase to present client with possible design direction