

# Jeni Cheung

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Product Owner/Delivery Lead and Certified Scrum Master with 5+ years of experience in product and project management, driving strategic, customer-centric delivery across regulated, retail, and technology sectors in the UK and Asia. Adept at analysing market and usage data, identifying trends, and translating complex customer needs. Skilled in Agile frameworks, risk mitigation, stakeholder engagement, and data-driven decision-making. Hands-on experience collaborating with cross-functional teams—including engineering, data science, and design—to deliver digital products.

## PROFESSIONAL EXPERIENCE

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**Product Owner/Delivery Lead** | Softwire | London June 2025 - Present

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- Defined clear feature scope by breaking down features into user stories, establishing acceptance criteria, and identifying MVPs—reducing development time by 60%.
- Drove commercial outcomes by aligning product delivery with client success metrics; influenced contract value by £328K.
- Led post-mortem and root cause analysis following a data breach; strengthened release controls and reduced risk in a compliance-driven environment.
- Facilitated cross-team collaboration using Miro and Jira, improving stakeholder engagement and extending a key client partnership to 18 months.

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**Senior Project Coordinator** | Softwire | London May 2023 – May 2025

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- Gathered feedback to refine out-of-hours operational procedures, simplify management and improve team satisfaction (average 9/10 score over 12 months).
- Managed Agile delivery for a Scrum team of five, running sprint ceremonies and backlog prioritisation to ensure roadmap alignment.
- Collaborated with developers and third-party vendors to manage dependencies, reduce legacy risk, and ensure seamless platform transition.
- Mitigated technical and strategic risks in an Azure cloud migration project through early stakeholder intervention—avoiding a potential £160K loss and unlocking an additional £110K opportunity.

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**Project Coordinator** | Softwire | London August 2022 - April 2023

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- Led implementation of a public sector product beta trial of the Register to Vote Service, achieving a 7% invitation conversion rate while maintaining full GDPR compliance.
- Identified unmet customer needs and increased retainer scope from 3 to 5.5 days monthly.
- Created a Confluence knowledge repository, streamlining pre-sales workflows and reducing bid turnaround time.

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**Senior Officer** | K11 Concepts Limited | Hong Kong June 2021 - May 2022

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- Led cross-functional collaboration with C-level and key stakeholders including Airport Authority, Asia World-Expo, and MTR, optimising operational processes and fostering strategic partnerships.
- Conducted and managed annual market research, customer insights, and competitor analysis, including scope drafting, vendor selection, and stakeholder presentation.
- Organised a successful PR event for pre-opening promotion, attracting over 10K participants online and offline.

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**Experience Strategist** | Lane Crawford | Hong Kong September 2020 - May 2021

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- Conducted 20+ customer interviews and analysed behavioural data to guide product prioritisation.
- Designed and grew a 1,000-member insights community, achieving a 30% engagement rate.
- Delivered iterative improvements for an in-house clientelling app, leveraging qualitative and quantitative datasets to identify trends and opportunities.

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**Product manager** | Lane Crawford | Hong Kong September 2019 - August 2020

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- Launched an e-commerce and membership platform aligned with key business KPIs, resulting in 100K sign-ups and ¥17M (~£1.8M) in sales within 3 months.
- Owned and prioritised product backlog, authored user stories and led sprint planning and review sessions.
- Analysed user journey with the insight team, informing product decisions and feature prioritisation for both mainland China and Hong Kong markets across physical and digital platforms.
- Worked closely with UI/UX, tech, and business teams to translate customer needs into deliverable technical requirements.

## RELEVANT SKILLS

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### Language

Fluent in English; Native in Mandarin; Native in Cantonese

### Certificate

Scrum Master

### Skills

Agile Frameworks - Scrum, Kanban

Product Management - Roadmapping, Prioritization, Backlog Refinement, Sprint Planning

Discovery & Delivery - Customer Research, Hypothesis Testing, Iterative Delivery

Tools - Miro, Slack, Mural, Notion, Jira, Trello

Communication - Workshop Facilitation, Stakeholder Management, Cross-team Collaboration

## EDUCATION

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Lingnan University | Bachelor of Arts in Visual Studies (Dean's List)