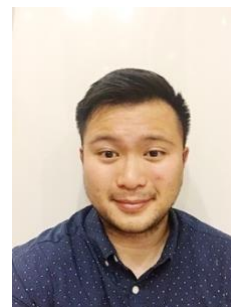


Andrew Yeoh Ee Juan
Malaysian
012– 2231701
andrewyeoheejuan@gmail.com
Date of birth: 30/11/1992



Education

- 2015 **Bachelor of Business** (Accounting), Victoria University
CGPA 3.0
- 2010 **South Australian Matriculation** (SACE Board Final Examination), Taylors College Subang Jaya
ATAR 79.15

Experience

EY Consulting

October 2022 – Ongoing

Manager, CX Strategy – Digital and Emerging Technologies

Key responsibilities

- Lead multiple pursuits across energy & utilities, property & construction, plantation & agribusiness, banking & finance and healthcare sector. Primary project focus is to drive CX transformation and assist clients to launch new products to market.
- Experience design lead – Managing senior UI/UX designers and CX consultants in KL team. Grow and develop the experience design team in areas of UI/UX design and CX transformation. Building and managing CX and UI/UX related project pipeline. Lead design team in rapid prototyping to assist team with first time product showcases.
- Relevant project experience as follows:
 - i) **UI/UX lead for portal revamp for a local bank in Malaysia.** Responsibilities include user flow mapping, persona creation, journey mapping and creation of hi-fi wireframes
 - ii) **Digital transformation strategy for a large plantation/ agribusiness player from Malaysia.** Responsibilities involve building a digital blueprint for the client which include an assessment of clients current state across the value chain - upstream, midstream and downstream activities for plantation and agribusiness sector, identifying potential bottlenecks and pain points in business process, identifying potential solutions in terms of digital initiatives, prioritisation and distillation of the digital initiatives and building an implementation roadmap across a short, medium and long term time frame.

Key responsibilities

- Lead multiple pursuits across energy & utilities, property & construction, plantation & agribusiness and healthcare sector. Primary project focus is to drive CX transformation and assist clients to launch new products to market.
- Relevant project experience as follows:
 - i) **Go-to-market strategy and CX lead for a large energy utilities provider in Malaysia.** Responsibilities include helping the client identify target customer segment, envisioning and mapping out ideal future state customer experience, define the go-to-market strategy to launch a new product offering to market- which spans the whole innovation lifecycle from framing the problem statement (Initiation), customer insights gathering (Exploration), Conceptualisation, prototyping, Pilot launch and Commercialisation. Leading the client and EY team pilot launch required working together with the client team to define solution release parameters, plan for solution release, customer feedback monitoring, gathering customer feedback and planning for iteration, and planning and structuring engagement with multiple stakeholders

Key responsibilities

- Regional experience delivering multiple projects across SEA in CX & UX (PH), Digital pilot design strategy (MY), Digital strategy (IDN), Salesforce Marketing Cloud implementation (VN) and UI/ UX design (SG) across different industries.
- Relevant project experience as follows:
 - i) **CX strategy and UX design for one of the two largest telecom. providers in The Philippines.** Responsibilities include helping the client to identify key pain points and performing CX evaluation of the client's existing website from order to cash, envisioning and mapping out ideal future state customer journey across online order to cash and forming an implementation roadmap from a time bound-efforts based perspective.
 - ii) **Forming digital pilot design strategy for one of the leading consumer rewards program based in Malaysia** with the objective of generating uplift in the number of active app users, expansion of interaction opportunities for each active user within the client app and identifying potential avenue of revenue stream. Responsibilities include identifying potential entry points in the app to engage with users and leveraging growth hacking techniques to shape experiments to continuously test hypothesis.
 - iii) **CX Lead and digital strategy for the largest clinical lab in Indonesia.** Responsibilities include leading research team to conduct UX research, customer journey mapping, persona creation and co-creation workshops. Other responsibilities include research on loyalty programs and digital tools used in the healthcare industry, user flow mapping of mobile app (currently in development), wireframing and prototyping of mobile app and creating a digital implementation roadmap.

- iv) **Social studio and marketing cloud consultant involved in implementation of Salesforce Marketing Cloud for one of the largest conglomerates in Vietnam for their hotel and resorts arm.** Responsibilities include identifying and modelling personas based on targeted customer segments, creating customer journey maps, setting up Salesforce Marketing Cloud and creating and executing journeys using various Marketing Cloud tools.
- v) **UX design for a life sciences and healthcare sector client in Singapore.** Responsibilities include creating user flow diagrams, designing wireframes using atomic design methodology, building prototypes and gathering functional requirements.

VML Southeast Asia & India

February 2018 – September 2018

Senior Client Solutions Executive

Key responsibilities

- Responsible for generating revenue & achieving profit targets set out by management for assigned account.
- Responsible for up-selling and cross-selling Agency services to the client.
- Participate in and lead brainstorm for new business opportunities.
- Manage clients' social media channels to generate leads and increase engagement.

Leo Burnett Malaysia

July 2016 – February 2018

Brand Executive

Key responsibilities

- Involved in the entire campaign life cycle, from the development and planning stage to the execution and completion stage of strategic campaigns for top-level clients.
- Responsible for the day-to-day running of the clients' advertising campaigns.
- Understand clients' brand requirements in order to conduct brand analysis to identify the brands' strengths, weaknesses as well as key areas for improvement.
- Execute 360 campaigns and tactically coordinate company resources to accommodate the clients' budget.
- Lead development of strategy to achieve client-desired goals to exact a brand proposition to kick start creative ideation.
- Customer group segmentation and research analysis.
- Work with media buyers to identify points of contact between the brand and the public. Identify key areas of approach social media wise between brand and customers.
- Familiar with processes needed for development of ATL (pillar wrap, billboards, digital screen, bus wrap, radio ads, cinema ads, digital videos, lamppost lightbox) and BTL (poster, lightbox, brochure, digital screens, banners, etc.) deliverables.
- Examples of clients include key players for **Retail** (MyTOWN KL Shopping Centre), **Property Development** (Gamuda Land), **Banking** (OCBC Bank) and **NGO** (Mercy Malaysia) in Malaysia.

Public Bank Berhad**November 2015 – April 2016**

Management Trainee (Corporate Banking)

Key responsibilities

- Manage portfolios of MNCs (listed on the Main board of Bursa Malaysia) in construction and manufacturing industries.
- Collaborate with Treasury and Investment Banking division to design the most suitable credit facility for corporate clients.
- Conduct market assessment research, company commercial due diligence and business viability research.
- Assess company finances and manage client cash flow to determine suitable credit facility

CIMB Investment Bank**November 2014 – February 2015**

Intern (Group Finance)

Key responsibilities

- Meet and liaise with other departments (Self Service Banking) in carrying out key projects
- Usage and application of ORACLE system to carry out day to day bank processes
- Successfully came up with an intern 'user manual' that contains a summary of the department day-to-day operations and procedures to help assist interns in understanding their task and responsibility in the department

Creative Juice/TBWA Kuala Lumpur**January 2013 – June 2013**

Intern (Brand management)

Key responsibilities

- Meet and liaise with clients to discuss advertising requirements
- Work with creative team to devise an advertising campaign that meets the client's brief and budget
- Successfully manage and service 4 accounts (LUX/ AXE, Nandos and Bolton Berhad) during the duration of internship

Voluntary Work

- East Coast Flood Relief Volunteer- rakyat4rakyat initiative** December 2014
Manage and coordinate a small relief team in charge of collection of food and items in (Taman Run Dr. Ismail) for distribution to flood victims in Kelantan and Terengganu
- Volunteer, World Vision Malaysia** February 2013 – ongoing

University Memberships

- 2014/2015 Enactus Alumni-Sunway (Founder), Enactus Club – Sunway (Member)
Toastmasters International Club (Member), Young Entrepreneur Society (YES) club of Sunway (Project Director)
- 2013 World Vision Malaysia (Volunteer), CIMA Global Business Challenge (Participant)

