

DEBORAH AU-YEUNG

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SUMMARY

A hands-on leader and manager with 12+ years of experience in product development, project management, operations management, organizational management, change management, and full software development lifecycle management. I'm a strategic and analytical decision maker and problem solver with a focus on the overall picture to ascertain needs and goals, identify challenges, and design effective and comprehensive solutions.

EXPERIENCE

Motion Spring Incorporated, New York, NY (August 2008-present)

Principal

Providing contract consulting services for digital strategy, product management, project management, and UX/IA. Client list includes:

Edelman - New York, NY (May 2011-present)

Consultant – New Product Development

- New product development, product planning, vendor selection, requirements definition, and functional specification development.

Control Group - New York, NY (May 2011-June 2011)

Consultant – Business Development & Product Strategy

- On-site usability assessments, client pitching, proposal writing and SOW development resulting in a signed development contract.

Newsweek - New York, NY (July 2010 – September 2010)

Consultant – Digital Strategy, Product & Project Management

- Product strategy, planning & process optimization.

Edelman Digital - New York, NY (June 2009 – September 2010)

Consultant – Digital Strategy and UX/IA

- Digital Strategy and Planning for client programs and pitches.
- Information Architecture and Usability Assessment for websites, mobile apps, and social apps.
- Solutions analysis and vendor assessment for community software, site analytics, and CMS and blogging platforms.

New York Magazine/MenuPages - New York, NY (August 2008-July 2009)

Consultant – Digital Strategy, Product Management and Systems Integration Project Management

- Responsible for managing the integration of the MenuPages acquisition into the New York Magazine technology infrastructure and project managing the redesign of the MenuPages site and offering. The redesigned MenuPages.com website design, Python codebase and MySQL database were launched in January 2009.
- Managed offshore software development teams in India and the Ukraine.
- Project-managed the national GrubStreet food blog network launch (July 2009), spanning nymag.com, menupages.com and the new grubstreet.com brands.
- Transitioned projects from waterfall development methods to Agile.

Creative Mobile Technologies - Long Island City, NY (September 2008-December 2008)

Consultant – Project Management and Information Architecture

- Responsible for managing a team of designers and developers in the development of a FLEX for touch screen taxi payment and advertising devices. The FLEX platform was launched in Boston with roll-outs planned in Chicago, Las Vegas and New York for touch screen taxi payment and advertising devices.

Waterfront Media - Brooklyn, NY (September 2008-January 2009)

Consultant – Product Management and Information Architecture

- Responsible for defining business processes and product strategy for lead generation products in Waterfront Media's health care, fitness and pharmaceutical advertising space.

Control Group – New York, NY (October 2010-May 2011)

Senior Consultant, Products

- Responsible for product development and assisting in obtaining venture-capital funding for early-term start-up clients in hospitality technology, social travel and eldercare communications technology.

Waterfront Media - Brooklyn, NY (October 2007-August 2008)

Director of Product Management

- Responsible for business analysis, requirements gathering and product management of the social networking and community components of the advertising-supported properties of Waterfront Media. Waterfront Media is the largest privately held online health company, attracting over 14MM unique visitors per month through its network of health, diet, fitness and pregnancy Web sites.
- Created business and product specifications for EverydayHealth.com's social networking component, producing one of the first consumer health social networking sites to allow members to find inspiration and support while delivering original content based on personalized health conditions. Launched in July 2008. From October 2007, the site has grown from 15MM page views/3.7MM monthly uniques to 40MM page views/6.1MM monthly uniques in July 2008.
- Created business and product specifications for WhatToExpect.com's social networking component. Launched in late November 2007, the application resulted in registering 100,000+ new members and increased monthly PVs from 11.8MM (Nov2007) to 17.2MM (Apr2008).
- Redesigned FAST search landing pages for EverydayHealth.com to improve search refinement, adding resources, related searches and target ad units. Increased stickiness and user engagement from search marketing initiatives.
- Created business and product specifications for WhatToExpect.com's new photo gallery and photo contest applications. Brought in Luxoft (www.luxoft.com) as an offshore outsourcing resource for the organization.
- Encouraged the implementation of usability and market research studies for social networking applications, providing proper insight and data for business decision-making.

MenuLogic - New York, NY (September 2006-October 2007)

VP, Product Management

- Reported directly to the CEO. Responsible for defining MenuLogic's overall product strategy by understanding customer needs, product and technology trends, and the competitive landscape. Negotiates and executes new business initiative contracts for the company.
- Directly managing company's product roadmap, release schedule and budgets associated with new business initiatives.
- Oversaw marketing efforts, including conducting periodic evaluations of competing products and the broader self-service industry.
- Managing the entire product lifecycle to ensure that the company derives maximum benefit from each product release within the portfolio throughout its lifecycle.
- Identifying integration points with external solutions providers and vendors.
- Working with sales team to determine product pricing within the competitive landscape.

Product Highlights:

- **iMenu Self-Service Tableside System:** Defined and developed the iMenu table-side touch screen ordering concept, creating an enterprise-class product for the hospitality industry. The business model combined the creation of an out-of-home advertising network with interactive touch screen menus. Pilot program installed at fifteen tables in the Atrium lobby at the New York Marriott Marquis in Times Square.
- **iMenu Max Large-Format Touch Screen Display:** Defined, developed and managed the production of a large-format interactive touch screen menu and advertising display. The concept combined a 32" interactive menu and advertising components.

New York Magazine - New York, NY (February 2005-September 2006)

Online Product/Project Manager

- Reported directly to the General Manager and CTO.
- Originally hired to create and develop the online real estate listings and advertising system, my role was

immediately broadened to project manage all new web technology initiatives including the redesign of the website, development of the online content management system, and developing mobile technologies.

- Concepted, developed and launched the nymag.com online real estate listings system to compete with the nytimes.com real estate listings system. Sold as added-value to for print advertisements and generated ½ million PV/month.
- Concepted and developed the nymag.com mobile listings system. Negotiated and executed contracts for development with Juice Wireless, Inc.
- Turned around project management of nymag.com site-wide re-design and launched the new system to meet business objectives and goals for time-to-market.
- Developed and authored all product requirement documents for all web technology initiatives
- Managed Quality Assurance for all new web technology releases.

Spring Street Networks Inc. - New York, NY (September 2001-November 2004)

VP, Product Management

Technical Project Manager

- Founding Member. Reported directly to the CEO. Recruited from Nerve.com as part of the Spring Street spin-off to design and implement product strategy plans for developing and launching co-branded personals products and services. Participated as an observer in Board of Directors meetings. Led the cross-functional product management and marketing team to create multiple releases of the personals product, made technology choices for marketing program support, formulated marketing strategy and managed marketing communications. Provided leadership for the product management, marketing and account management teams, driving product development and providing marketing services to clients.
- Developed and launched three versions of the personals application including the ASP version that created the technology foundation of Spring Street Networks
- Managed business and creative direction for the online personals product, generating over 2 million registered users and 25 million monthly page views
- Built and managed relationships with AOL's Love.com, Real Rhapsody, The Week, and Sony Music to develop personals products and bundled marketing programs
- Led the Product team to gather requirements, develop comprehensive specifications and user interfaces, and conducted ongoing post-launch analysis.
- Developed and executed marketing strategies for new member acquisition, retention and reclamation as well as for all feature releases and direct marketing promotions.
- Increased quarterly revenue consistently over 2004 to position Spring Street Networks for acquisition
- Oversaw Quality Assurance.

Nerve Media - New York, NY (April 2000-September 2001)

Project Manager, Community Development

- Managed the efforts of the business/marketing and editorial teams to create a comprehensive plan for the product direction of the personals. This entailed adapting to new technologies and managing the technical team and consultants in the development, coding and release of the ASP version of the personals application, which was the foundation for the creation of Spring Street Networks. Established a scheduling and development process, facilitated engineering meetings, level-set, and ensured that project deadlines were met.
- Led a team of developers and designers to create the core co-branded personals product that provided the technology foundation for Spring Street Networks.
- Managed and provided scaling technical support for a network of clients that grew from 3 to 90 clients in a two-year period.
- Created and developed administrative tools to support the personals application
- Provided information architecture for personals application including the flow of the e-commerce component
- Created standard processes for client site launches, levels of service and internal work flow

QUALIFICATIONS

PMI Certified Project Management Professional (PMP)

EDUCATION

Hunter College - City University of New York, New York, NY
B.A. in English, Summa Cum Laude

Stuyvesant High School, New York, NY