

JACKIE HO

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PROFESSIONAL SUMMARY

Product Manager with 10+ years across health, automotive, and hospitality sectors. Led 12X performance optimizations and managing major website migrations including Drupal, Wordpress & Salesforce. Background spans design, web development, and marketing with experience coordinating cross-functional teams. Actively contributes to Vancouver's tech community through event hosting, producing conferences and workshops.

EXPERIENCES

GREYDATA Consulting, Vancouver, BC

A digital product agency that offers services in software development, security & data processing.

Product Manager

Mar 2025 - Current

ROSC.AI is an AI medical scribe that utilizes AI to help doctors transcribe, translates and summarize medical documentation to streamline their workflow, reduce burnout and reclaim their time.

- **Core feature prioritization strategy developed** through leading customer discovery research, AI model evaluations, and competitor analysis to generate actionable insights.
- **5-country international market expansion** enabled by redesigning web & mobile application architecture to support 10+ languages/regions for global scaling and market pivots.
- **100% healthcare data privacy compliance achieved** by implementing PIPEDA, HIPAA, and international regulations, eliminating regulatory risk for global expansion.
- **10 qualified leads generated & 5 pilot programs launched** after Vancouver Web Summit exhibition through brand transformation and creating compelling marketing collateral for soft launch.
- **12X optimization of audio processing performance**, reducing processing time from 4 minutes to under 20 seconds by transitioning from sequential to real-time processing and improving clinical workflow efficiency.

Nomster Digital, Vancouver, BC

Freelance work helping start-ups with design, marketing & product services.

Digital Product Consultant

Sept 2023 - Mar 2025

- **100+ digital assets generated** by leading a photo & video production for Virchow's content marketing.
- **\$15,000 USD raised on Kickstarter** by providing go-to-market strategies for Impak Training Co.
- **\$3,000+ of revenue generated** by providing a digital and service strategy for Bar Perry Pet Photography.

Fraserway RV LP, Abbotsford, BC

A recreational vehicle dealership group with 15 retail RV dealerships, B2B wholesale RV parts, RV manufacturing and domestic & international RV rentals.

Digital Marketing Specialist (Product Manager)

Dec 2022 - Dec 2023

- **Cross-functional alignment achieved** by co-leading Digital Experience Committee to coordinate sales, rentals, marketing & IT services.
- **10 new features deployed on Salesforce Commerce Cloud** and prioritized for website and service enhancement.
- **15-dealership digital signage deployment** led and managed across Canada, modernizing in-store customer experience and enabling an additional marketing channel.

Digital Product Designer (Product Manager)

Jan 2018 - Dec 2022

- **3-minute verification time reduction achieved** by developing C# lottery query application for an annual sales event.
- **2 major platform migrations successfully completed** (Sitefinity to Drupal, Drupal to Salesforce Commerce Cloud).
- **10% increase in RV rental bookings & staff support enablement** for re-platform from hand-coded PHP to WordPress.
- **10% boost in rental reservation and generated over 100K views** by producing an RV rental YouTube series.

Web & Graphic Designer (Product Manager)

May 2016 - Dec 2017

- **3-week agency delays eliminated** by developing first internally managed end-to-end event website.

- 80% reduction in phone inquiries & \$2.5M of sales revenue processed by developing the first online B2B wholesale catalogue and establishing e-commerce foundation for the business.
- \$250K in additional off-season revenue generated by developing an advent calendar campaign & application.

COMMUNITY WORK

Digital Kitchen Community

A community dedicated to teaching & helping designers & developer add an extra kick to their designs.

Founding Organizer

Sept 2025 - Current

- Developing Webflow marketing site with advanced 2D & 3D animation techniques.
- Developing web development workshops using modern web technologies like Spline, Rive & Lottie.

ProductBC

A non-profit organization supporting the largest community of Product Managers in BC.

Events & Marketing Committee Member

Jan 2025 - Current

- Raised event attendance to 95+% capacity including record breaking revenues by implementing email strategies.
- Led and supported 10+ networking & workshop events and conferences for Product Managers.

Canadian Public Cloud Association

A non-profit organization producing cloud conferences & events such as Cloud Summit & AWS Community Day.

Marketing & Website

Jan 2025 - Current

- Raised \$40,000 in sponsorships with \$10,000 donation to a local charity, United Gospel Mission
- Design & develop their brand assets and Next.JS websites enabling merchandising & marketing opportunities.

SKILLS & PROFICIENCIES

Product & Experience Design

2D & 3D Motion Design (GSAP, Rlve, Lottie & Spline) · AI Model Evaluation · AI Prompt Engineering · AI Prototyping · Agile/Sprint Planning · Cross-functional Collaboration · Customer Discovery · Developer Experience · Hi-Fidelity Prototypes · MVP · Product Documentation · Product Requirements Gathering · Product Roadmap · Quality Assurance Testing · Service Design · Stakeholder Management · Usability Testing · User Experience Design · User Research · User Stories · User Interviews · Visual Design · Web Design · Wire-frames

Web Technologies & Development

AI-Assisted Development (Cursor, Claude Code) · API Integration · Astro Web Framework · Atomic Design · Amazon Web Services · Content Management Systems (Contentful, Drupal, Salesforce, Sanity, WordPress) · Data Lakes & Warehouses · Databases · E-Commerce (Square, WooCommerce, Shopify, Salesforce Commerce) · Frontend Development (HTML5, CSS, JS) · Google Cloud Platform · GraphQL · Localization · Mobile-First & Responsive Web Design · Multi-Site Management · No-Code Web Development (Webflow/Framer) · React · REST APIs · State Management · Version Control (Git) · Web Application Architectures (SPA, SSG, PWA, MPA) · Web Performance Optimization (Lighthouse)

Digital Marketing

Answer Engine Optimization (AEO) · Digital Advertising (Meta & Google Ads) · Keyword Research (Google Search Console, Google Trends) · Live Dashboard (Looker Studio) · Local & On-Page Search Engine Optimization (SEO) · Schema Implementation · Search Engine Marketing (SEM) · Video & Audio Production · Web Analytics & Tracking (Google Tag Manager, Google Analytics 4) · Web Content strategy · YouTube Video Strategy

EDUCATION

Certified Scrum Product Owner
Scrum Alliance

AWS Cloud Practitioner
Amazon Web Services

Applied Software Development Certificate
BCIT (In Progress)

AI Product Management Certificate
BrainStation

Digital Marketing & E-Commerce
Google

Bachelor of Arts, Design & Media Arts
Simon Fraser University