

JACKIE HO

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PROFESSIONAL SUMMARY

Certified Scrum Product Owner (CSPO) with 8+ years leading agile teams and managing complex technical projects. Expert in product backlog management, stakeholder coordination, and driving cross-functional delivery of business-critical features. Proven ability to bridge business requirements and technical execution through sprint planning, risk mitigation, and continuous alignment with strategic objectives. Passionate gamer and bilingual in English & Mandarin.

EXPERIENCES

GREYDATA Consulting, Vancouver, BC

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

Product Manager

Mar 2025 - Oct 2025

ROSC.AI is an AI medical scribe that helps doctors transcribe, translates and summarize medical documentation.

- Conducted 8+ comprehensive competitor analysis and led customer discovery with healthcare professionals.
- Implemented 5-language website & platform localization that enabled partnerships with Japanese clinical groups.
- Achieved 12X audio processing improvement, reducing processing time from 4 min to under 20 sec for MVP.
- Designed 15+ product screens in Figma, coordinating with 8-person team through bi-weekly agile sprints.
- 90+% Lighthouse score achieved on ROSC's site through performance and accessibility optimization.

Bar Perry Pet Photography, Vancouver, BC

A local pet photography business focused on capturing memories with their furry family members.

Digital Product Consultant

Jun 2024 - Jan 2025

- Customer journey map developed & persona identifying key touch points and pain points in booking process.
- Built email journey automation from list building to conversion optimizing customer touchpoints.
- Service package & pricing model developed through competitive research and market positioning analysis.

Fraserway RV LP, Abbotsford, BC

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

Digital Marketing Specialist (Product Manager/Owner)

Dec 2022 - Dec 2023

- Managed 3,000+ product catalog and 100 landing pages for Salesforce Commerce Cloud as product owner.
- Saved 100+ hours per year per location in operational labour by building an automated QR code price sheets.
- Led bi-weekly sprint planning sessions with development, defining user stories, acceptance criteria, and sprint goals.
- Provided 10+ actionable UX recommendations prioritized by ease of implementation and impact for quick wins.
- 5 departments aligned by co-leading Digital Experience Committee across Sales, Rentals, CX, Marketing & IT.

Digital Product Designer (Product Manager/Owner)

Jan 2018 - Dec 2022

- 3-minute verification time reduction for customers by developing a lottery check application in C#.
- Supported 2 major platform migrations to completion (Sitefinity to Drupal to Salesforce Commerce Cloud).
- Successful brand consolidation by leading re-design & re-platform for Four Seasons Economy Rentals..

Web & Graphic Designer (Product Manager/Owner)

May 2016 - Dec 2017

- \$2.5M in B2B orders processed, 80% fewer phone inquiries by building first online parts catalogue.
- Eliminated 3-week agency delays by developing first internally managed event website.
- 83% faster production (2 weeks to 3 days) by developing localized design templates for campaigns.

COMMUNITY WORK

ProductBC

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

Events & Marketing Committee Member

Jan 2025 - Current

- Raised event attendance from 50% to 90+% capacity including record revenues through email strategies
- Consistent over 20% engagement with new social media content pillars for Product Managers.
- Organized and led 48 paid attendee health tech PM event via 4-week venue, speaker, and marketing execution.

SKILLS & PROFICIENCIES

Product & Design

2D & 3D Motion Design (GSAP, Rive, Lottie & Spline) · AI Model Evaluation · AI Prompt Engineering · AI Prototyping · Agile/Sprint Planning · Brand Development · Cross-functional Collaboration · Customer Discovery · Developer Experience · Hi-Fidelity Prototypes · Logo Design · 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 · Wireframes

Digital Marketing

Answer Engine Optimization (AEO) · Asset & Content Creation · Digital Advertising (Meta & Google Ads) · Drone Flying · 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

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)

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