TISSUE FUNG

Product Manager

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Product Manager with 9+ years of experience across fintech, digital products and operational workflows. I've worked across the full product lifecycle, from understanding user needs and shaping product requirements to working with design and engineering through development, testing and launch. More recently, I've been building conversational AI and AI-assisted products, focusing on practical workflows, user experience and making sure the products work reliably in real-world situations.

SELECTED PRODUCT BUILDS

Hands-on product builds based on real operational problems, developed through user feedback, testing and iterative QA.

TAXI BOOKING & DISPATCH | WhatsApp-first booking and operations product — **Pilot · pre-launch testing**

- Designed a WhatsApp-first booking flow from initial enquiry through to confirmed booking, including human handoff when the chatbot cannot confidently handle a request or answer from its approved knowledge.
- Built driver registration, matching and dispatch logic, with operator controls for reviewing bookings, overriding decisions and taking over live conversations.
- Spoke with working taxi drivers to understand how they manage bookings, onboarded initial pilot users and tested the chatbot against real booking scenarios to identify and fix issues before launch.

ELECCOUNT | AI-assisted electrical tender take-off review — **In development · testing on live tenders**

- Designed an AI-assisted workflow that helps estimators identify and review electrical symbols on PDF drawings, linking each result to the relevant BOQ item and drawing reference.
- Built correction and review flows that allow estimators to verify results, review corrections and export quantities only after checking the AI-assisted output.

PROFESSIONAL EXPERIENCE

HUMAN INSTITUTE LTD - MOONGATE | Product Manager — **Jan – May 2026**

- Defined the product direction and MVP scope for BoothBot and a Telegram-first event experience, turning Web3 business development pain points into practical lead capture and event workflows.
- Owned user journeys, feature priorities and product requirements. Worked with UX and engineering to turn early concepts into buildable releases and connect BoothBot with Moongate's broader identity and reputation product.

WAI KWONG DECORATION & ELECTRIC ENG. CO | Project Manager (flexible engagement) — **Jan 2025 – Present**

- Manage delivery across contractors, suppliers and internal stakeholders, including planning, scheduling, procurement follow-up, cost tracking and day-to-day issue resolution.
- Personally handle quantity take-offs and tender pricing, providing the practical domain knowledge behind ElecCount.
- Identified recurring gaps in site coordination, procurement tracking and project reporting, then turned them into requirements for internal workflow tools.

THE HONG KONG JOCKEY CLUB | Assistant Customer Digital Experience Manager — **Feb 2023 – Aug 2024**

- Owned KYC-related customer journeys in a regulated environment using Tradelink eKYC, translating compliance, risk and business requirements into prioritised flows, epics, user stories and acceptance criteria.
- Used onboarding funnel and drop-off data to spot friction in the eKYC journey, then worked with the vendor to understand the issues and improve the flow and UX.
- Worked across compliance, risk, operations, design and engineering through requirements clarification, exception handling, UAT, QA, defect triage and launch.

MOTOR Z BLOCK – CARGAIA | Product Manager — **Jun 2022 – Nov 2022**

- Defined and delivered a Sumsub-enabled KYC onboarding flow, covering customer registration, ID and document verification, verification status and retry flows through to account or wallet activation.
- Translated product and risk requirements into customer flows, exception paths and acceptance criteria, coordinating cross-functional delivery through UAT and launch across product, design, engineering and operations.

TEKSYSTEMS – ACCENTURE INTERACTIVE | Senior Tech Ops Consultant **Dec 2021 – Jun 2022**

- Reviewed the UX and functionality of global apps and games for Google Play. Prioritised improvements for 30+ apps, advised third-party developers and supported alignment with Android platform standards.

APOIDEA | Project Manager **Apr 2020 – Dec 2021**

- Led product delivery for Altive, an alternative investment platform, including an in-house KYC workflow combining OCR-based ID and address-proof verification, automated approval and manual review for unsuccessful or exceptional cases.
- Delivered AML screening capabilities using Dow Jones, translating compliance and risk requirements into product flows, system requirements, user stories and acceptance criteria.
- Partnered across business, compliance, operations and technical teams through requirements clarification, UAT, QA, defect triage and launch preparation.

DIGISALAD | Assistant Project Manager **Mar 2019 – Apr 2020**

- Coordinated website and mobile app delivery across client, design and development teams, covering requirements, timelines, QA and launch.

ARBA HOLDINGS (WPP / OGILVY) | Associate Digital Project Manager **Oct 2016 – Mar 2019**

- Delivered digital campaigns and product experiences in an agency environment, coordinating client requirements across creative and technology teams.

EDUCATION & CERTIFICATIONS

City University of Hong Kong · BBA (Honours) in Information Management · 2012–2016

Xccelerate · User Experience Design (Fundamentals), part-time · 2020

Project Management Institute · PMP | Scaled Agile, Inc. · Product Owner / Product Manager (6.0)