

# Kenneth Lay

## SaaS Product Manager / ICT Business Analyst

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### Summary

Product Manager / ICT Business Analyst with 9+ years' experience delivering process improvements and operational efficiency across B2B and B2B2C e-commerce SaaS platforms. Proven track record leading product discovery, migration initiatives, and feature development that improved platform scalability, reduced infrastructure costs by up to 20%, and contributed up to 15% of product line revenue through new monetisation features. Experience includes managing end-to-end SDLC for SaaS platforms supporting ~1,000 merchants and 30+ logistics partners, reducing front-end development time by up to 4x through platform tooling improvements, and launching automation features that eliminated manual fulfilment workflows. Combines strong technical background with data-informed product thinking to align complex delivery with revenue growth, operational efficiency, compliance, and enterprise customer requirements.

### Key Strengths

- Product Roadmapping
- Stakeholder Management
- Data & Market Analysis
- Agile Delivery
- Business Process Optimisation
- SDLC Management
- Requirements Elicitation
- As-Is / To-Be Analysis
- Feature Prioritisation
- Backlog Management
- Migration Strategy
- OKR Development

### Technical Skills

- JavaScript
- PHP
- Atlassian Confluence
- Node.js
- Python
- Mantis Bug Tracker
- HTML / CSS
- SQL / Microsoft SQL Server
- WhatsApp API Integration
- ASP.NET
- MongoDB
- SIRCLO Store
- C#
- XML / XSLT

### Major Qualifications

- Master (Software Development)** - Swinburne University of Technology 2025
- Bachelor (Computer Science, Engineering)** - HKUST 2013

### Training and Licences

- ICT Business Analyst (ANZSCO 261111), Systems Analyst (ANZSCO 261112), ICT Managers nec (ANZSCO 135199) – ACS Current
- NAATI Credentialed Community Language (CCL) in Indonesian – NAATI Current
- Agile Foundations 2023
- Victorian Driving Licence – Full Proficiency Current

### Professional Experience

#### Prompt Engineer – DataAnnotation

2024 - Present

- Evaluated response quality of top-tier AI models, providing structured evaluations and recommendations to refine existing models and improve their accuracy.
- Crafted 250+ coding and 750+ general prompts and evaluations to test AI model capabilities, identifying areas for development.
- Developed evaluation rubrics to score AI model output quality, standardising training metrics for 10+ projects.
- Delivered high-quality annotations, primarily through comparative analysis of AI model performance across various evaluation indicators, while adhering to strict confidentiality requirements.
- Supported the improvement of AI model accuracies for 3 top-tier clients and numerous lower-tier clients, adapting to varied user prompts and use cases observed in anonymised real-user data.
- Completed projects within tight deadlines by leveraging popular AI tools with custom-crafted prompts.

#### Product Manager – SIRCLO

2018 - 2023

- Migrated ~1K merchants to new e-commerce SaaS infrastructure over ~1.5 years, enabling legacy system retirement and contributing to 10–20% infrastructure cost savings and ≥20% platform speed improvements.
- Supported enterprise client platform upgrades for key customers including Seiko Indonesia and Anker Indonesia.

- Backlog refinement, sprint planning and Agile ceremonies to manage delivery timelines and stakeholder expectations.
- Identified users' fulfilment workflow bottlenecks and launched Automatic Air Waybill (Auto-AWB) feature, eliminating manual shipment tracking entry and contributing ~10–15% of SaaS product revenue.
- Introduced Auto-AWB as the company's first non-subscription revenue stream, generating ~15% of product line revenue within 1–2 years.
- Developed and managed OKRs, product roadmaps, backlog prioritisation and release planning for one product line, supporting user base growth from ~700 to 1,000 merchants.
- Partnered with Engineering, QA, Marketing and Customer Success teams to resolve scope trade-offs between technical feasibility and commercial objectives.
- Led development of Front-End Template Development Kit (TDK), reducing template development time by 1.5–4x for internal and partner teams.
- Delivered WhatsApp customer notification feature contributing ~5% of SaaS revenue.
- Supported Enterprise plan upgrades through product bundling and WhatsApp feature impacting ~5-10% of user base.
- Delivered MVP one-page checkout landing page on new codebase within one month for 2022 "Panem Omset" roadshow campaign, supporting hundreds of transactions and generating ~\$4.7K in sales.

### **Product Manager – GudangAda**

**2021 - 2022**

- Analysed legacy Vendor Management System (VMS 2.0) to identify process gaps impacting vendor onboarding and finance settlement compliance.
- Gathered cross-functional requirements from Vendor, Legal and Finance teams to support development of VMS 3.0 platform within a 4-month delivery window.
- Managed end-to-end SDLC in partnership with Engineering Manager for development and migration to Logistics Vendor Management System (VMS 3.0).
- Led migration supporting onboarding and compliance for ~30 logistics partners across Indonesia.
- Developed SQL scripts to consolidate fragmented legacy system data and identify incomplete vendor records prior to migration.
- Designed dashboard to enable intelligent population and manual completion of missing vendor data.
- Achieved 100% compliant migration of logistics partner records within <1 month, reducing a process that previously took months or years.
- Documented new workflows and test scenarios to support transition from VMS 2.0 to VMS 3.0.
- Acted as interim UI designer during delivery due to resource constraints.
- Influenced executive stakeholders to ensure full departmental adoption of new SOPs and system workflows.

### **Software Developer – OpenFeel Singapore**

**2017 - 2018**

- Translated client meeting outcomes into formal functional requirements documentation.
- Authored functional-technical implementation designs including database pseudo-schemas and UX flow mock-ups.
- Developed Fleet Management System for transport scheduling using C#, ASP.NET and MSSQL.
- Implemented issue fixes identified during QA testing using Mantis tracking system.
- Reviewed peer-authored requirements and design documentation to improve implementation accuracy.

### **Business and Systems Integration Analyst – Accenture**

**2015 - 2016**

- Analysed system upgrades for Southeast Asian telecommunications platforms supporting ~70 million customers.
- Supported SDLC delivery for Value-Added Services and order provisioning system enhancements.
- Facilitated launch of 3–5 revitalised major platform features.
- Developed system and UAT scenarios in collaboration with developers, client and internal stakeholders.
- Managed UAT processes for a major telco system upgrade.
- Produced Functional Architecture Documentation for enterprise client delivery.

### **Web Developer – Dow Jones & Company**

**2013 - 2014**

- Delivered feature enhancements for subscription platforms supporting ~600K global users using Node.js & MongoDB.
- Defined acceptance criteria to streamline QA validation and reduce defect rates.
- Standardised internal technical documentation using Atlassian Confluence for 10–20 stakeholders.
- Mentored 3 new hires within Hong Kong Web Team to accelerate onboarding and contribution.

## Volunteer Activities

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- Videographer** – Expat Playbook (Community) 2026
- Reference: Hayley Winchcombe & Alice Hong, Co-Hosts (contact available upon request)
- General Volunteer** – Indonesian Catholic Family (ICF), Catholic Archdiocese of Melbourne 2023 - Present
- Reference: Christian Pandjaitan, President ([icfmelbourne@cam.org.au](mailto:icfmelbourne@cam.org.au))
- Chorister** – St. Francis' Young Adult Choir (SFYAC), Blessed Sacrament Congregation 2023 - Present
- Reference: Rhys Arvidson, President ([rhys.arvidson@blessedsacrament.com.au](mailto:rhys.arvidson@blessedsacrament.com.au))

*Other references available on request*