

AMBROSE YEUNG

Business & Product Strategy | Ivey HBA

EDUCATION

Ivey Business School @UWO 2026 - 2028

Honours Business Administration (HBA).

STRATEGY, PRODUCT & ENTREPRENEURIAL EXPERIENCE

Co-Founder & Product Lead, Unimatch 2025- Present

Student social networking platform for making connections and joining events. **5000+ downloads • 300+ Event Attendees • HK\$70k+ event revenue**

- Led product strategy and roadmap development across onboarding, matching, messaging and events, translating user feedback into product requirements and UX workflows.
- Coordinated product development across business, design and engineering, prioritizing features and supporting implementation in React Native.
- Planned and executed in-person events generating HK\$70k+ in revenue and serving 300+ attendees, managing the customer journey from discovery through ticketing and attendance.
- Established product and brand systems across the platform and marketing channels to support growth and consistent execution.

Brand and Commerce Platform, Winespot 2024 - Present

Wine lifestyle appliance brand. **HK\$600k+ revenue processed online**

- Roadmapping, prototyping + front-end e-commerce experience on Shopify, focused on **maximizing conversion** and optimizing user checkout flow.
- Implemented AR product placement feature to improve product visualization and **purchase confidence**.
- Developed **full-stack client portal** using Vercel, Tailwind, and Supabase with custom database architecture to manage device registration, warranties, and customer orders.
- Integrated Shopify webhooks with the client portal to sync orders, customer data, and post-purchase workflows.
- Rearchitected the entire brand visual identity and market positioning, **repositioning the brand** as a design forward, lifestyle oriented brand

WORK EXPERIENCE

Summer Analyst Intern, Majoris Group (AEM Capital) 06/2025-08/2025

Focused on research related to HKEX-listed companies and market trends. I supported the team by tracking market movements, tracking listings/delistings, and assisting with data analysis. The role strengthened my analytical skills and gave me hands-on exposure to the Hong Kong equity market.

Product Market Department (PMD) Summer Intern, CIS Group Hong Kong (Financial Management Firm) 06/2023-08/2023

Understanding the legal structure, operations and different investment strategies of private equity. Learned the basics of the Chinese financial market, tested AI solutions for improving productivity.

CONTACT DETAILS

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PORTFOLIO

Product Portfolio: [Portfolio](#)

SKILLS

UI/UX + Brand System Design, 3+ years experience working with digital design and prototyping tools including **Figma, Adobe illustrator, Photoshop, Webflow, Blender**

Front-End Development, 2+ years experience in front end development including (**Shopify Liquid, React Native, HTML/CSS/JS/Tailwind**).

3D Modelling + Rendering, 1 year Built product models used for AR experiences and animated product visuals with **Blender**.

SOFT SKILLS

Design System Thinking, Project Management, Collaboration, Design and Engineering cross communication

LANGUAGES

English (Native), Mandarin, Cantonese