

Ambrose Yeung

(548) 388-6881 | London, ON | ayeung.hba2028@ivey.ca | linkedin.com/in/ambrose-y | ambroseyeung.com

Ivey HBA student with experience building and scaling digital products across consumer technology and e-commerce. Combines product analytics, front-end engineering, and business operations experience with a track record of translating user feedback and behavioral data into product improvements and growth initiatives.

EDUCATION

Ivey Business School, London ON, Canada

- Honours Business Administration (HBA)
- Dean's Honours List (2024)

EXPERIENCE

Co-Founder & Product Lead

Unimatch - Student Networking Platform | Hong Kong | 2025 – Present

- Built and scaled a student social platform to **5,000+ downloads**, leading commercial strategy, product development, and go-to-market execution from concept through launch and growth.
- Triage and investigated 200+ inbound user bug reports and functional queries, gathering technical context and implementing improvements across the product to accelerate resolution.
- Synthesized qualitative feedback and quantitative behavioral funnels to identify usability bottlenecks, translating recurring user pain points into 15+ shipped product features and UX iterations.
- Identified paid events as a new monetization opportunity (Unimatch Events) through analysis of user demand and engagement, launching the initiative to **300+ attendees** and **HK\$70K+ in revenue**.
- Led product design and front-end engineering across Unimatch's core user experience, translating product strategy and user insights into shipped features and platform improvements.

E-Commerce & Business Operations

Winespot - Wine & Lifestyle Appliances | Hong Kong | 2024 – Present

- Led e-commerce and digital product initiatives supporting **HK\$1M+ in online revenue**, spanning product discovery, checkout, and post-purchase experiences.
- Built a **full-stack customer platform** integrating Shopify with custom infrastructure for orders, product registration, warranties, and customer data.
- Developed standard operating procedures (SOPs) and post-purchase troubleshooting workflows, improving customer resolution speed and post-onboarding satisfaction.
- Analyzed user session data, checkout friction points, and recurring customer service inquiries to drive continuous UX improvements across the purchasing journey.

Summer Analyst

Majoris Group | Hong Kong | 06/2025 – 08/2025

- Analyzed financial statements, valuation metrics, and corporate developments across HKEX-listed companies to support internal investment research.
- Synthesized company filings, sector trends, and equity-market activity into actionable research for the investment team.

Product Market Department (PMD) Summer Intern

CIS Group Hong Kong | Hong Kong | 06/2023 – 08/2023

- Researched **private equity structures, investment strategies, and fund operations**, developing an understanding of the legal and organizational structures underlying private-market investments.
- Conducted research on the **Chinese financial market and investment landscape**, synthesizing information across market participants, investment structures, and industry developments.

SKILLS

Product Analytics, Product Strategy, Front-End Dev (React / Next.js / TypeScript / Git), AI & Automation Workflows, Figma

INTERESTS

Fashion, Formula 1, Aviation, Architecture, Industrial Design