

# Tan Yu Hao

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Senior Project Manager with 8+ years leading software delivery across fintech, eCommerce, and logistics. Track record of complex technical implementations (headless commerce, payments, API integrations), measurable revenue/efficiency outcomes, and cross-functional teams of up to 19.

## WORK EXPERIENCE

### PUFFY | DIGITAL PROJECT MANAGER

Mar 2023 – May 2025 | Dubai

Direct-to-Consumer (D2C) eCommerce • Mattress & Bedding • \$100M+ annual revenue

- Led headless commerce migration (Shopify → Next.js/Vercel) for the flagship site, delivering meaningfully faster page loads and unlocking weekly release cadence that contributed to 20% revenue growth in 2024.
- Directly managed 3 cross-functional managers and a 19-person delivery team spanning engineering, design, QA, and content; awarded on-time delivery bonus 86% of project milestones.
- Owned end-to-end delivery of AI chatbot integration, Shopify plugin replacements, and a 6-figure ad infrastructure build, coordinating across product, engineering, and marketing stakeholders.
- Shifted release cadence from bi-weekly to weekly, enabling same-week site changes and faster experimentation on a high-traffic D2C site.

### POMELO GROUP | SCRUM MASTER

Mar 2022 – Nov 2022 | Singapore

B2B Fintech • Merchant Payments Platform • Role ended due to company restructure

- Led a 7–10 person cross-functional B2B fintech squad as Scrum Master, delivering the company's highest output and completing the merchant services + B2B payment portal MVP in 3 sprints.
- Oversaw technical requirements and compliance across acquirer integration, card issuing, settlement & reconciliation, and PCI DSS Level 1 workstreams.
- Introduced Agile/Scrum and Kanban frameworks company-wide; drove org-wide adoption within 3 months and doubled velocity-per-capacity within 4 sprints while sustaining team happiness at 4.1/5.
- Closed 13 retrospective action items across 5 sprints and instrumented binary User Story quality scoring to surface upstream impediments.

### CRESCODATA | ECOMMERCE PROJECT MANAGER

Sep 2020 – Mar 2022 | Singapore

eCommerce Data Integration SaaS

- Led eCommerce integration projects worth over \$1M ARR, including delivering the backend integration engine that powered a top-3 Australian shopping center group's new D2C product launch.
- Owned end-to-end merchant data integration covering data mapping, cleaning, QA, and UAT using SQL, Excel/Google Apps Script, and Postman.
- Drove internal adoption of a hybrid Agile/Waterfall delivery model by analysing team performance data and matching methodology to project archetype.
- Acquired, scoped, and delivered client projects within quality, scope, and budget across a portfolio of concurrent integrations.

### STYLE THEORY | LOGISTICS PRODUCT LEAD

Mar 2018 – Jun 2020 | Singapore

Fashion Rental Subscription • Double promotion: Analyst → Lead (Feb 2019)

- Launched Style Theory's in-house last-mile logistics service from scratch in 9 months, scaling to nearly 500 deliveries/day across a 3-person office team and 19 drivers. Lifted customer satisfaction to 99% and reduced cost 35% vs. external providers.
- Built lock&go secure unattended delivery service end-to-end (product direction, UX, data flow); achieved 30% adoption and 70 NPS at rollout.
- Built driver-performance and customer-satisfaction metrics using SQL and external APIs, paired with a new incentive model, lifting on-time delivery 20%.
- Cut daily admin headcount needs by 30% via Google Apps Script automation; built delivery notifications and an orders management system for the new Shopify site in 4 days.
- Drove root-cause fix of a long-standing Google Maps API inaccuracy, eliminating wrong-address customer issues.

### RATEIT | OPERATIONS MANAGER

Jan 2017 – Oct 2017 | Singapore

Customer Feedback SaaS

### STANDARD CHARTERED BANK | COMMUNICATION

#### SURVEILLANCE ANALYST

Mar 2016 – Jan 2017 | Singapore

Banking & Financial Services

## EDUCATION

### NATIONAL UNIVERSITY OF SINGAPORE

#### BACHELOR OF ARTS (ECONOMICS)

Graduated July 2015

### PROFESSIONAL CERTIFICATIONS

PMI

Certified Project Management Professional (PMP)

ICAgile

Certified Enterprise Agile Coach

## SKILLS

### TECHNICAL SKILLS

Proficient with:

Agile • Scrum • Kanban • SDLC • JIRA • ClickUp • Asana Roadmap • Risk management • KPIs • OKRs • Implementation  
JavaScript/TypeScript • SQL • Python  
REST API • Webhooks • Postman  
Payments • Shopify • Headless commerce • Data mapping

### LEADERSHIP SKILLS:

Experienced:

Cross-functional team management • P&L Ownership  
Product Management • Project Management  
Stakeholder Management • Vendor Management  
Conflict Resolution