Casper Ong
casper.ong@outlook.sg | +65 96168584 | linkedin.com/in/casperong

Currently a **product manager** focusing on pre-sales, operations, and go-to-market strategy of crypto risk and compliance products in APAC. Previously, a **product manager** with 2 years in an incubator setting, facilitating cross-team product delivery for a cloud platform and a work messenger. A **technical writer** for 2 years, distilling complex ideas into clear help docs for a SaaS CRM software. An **ex-consultant** that discusses compliance needs with financial institutions.

PROFESSIONAL SKILLS AND INTERESTS

- Product management
- Project management
- Customer success

- Data analysis
- Technical writing
- UX design

WORK EXPERIENCE

Mastercard

A branded network that processes electronic payment services between acquirers and issuers

Product Management, Manager (Cybersecurity & Innovation)   October 2022 – Present

Manages crypto-related products in the APAC region. Analyzes the regulatory and crypto landscapes in different markets. Coordinates product commercialization with stakeholders (e.g., management, country teams, account managers). Discusses pricing and go-to-market strategies for new products. Projects and tracks revenue. Supports end-users.

- **Product management:** Oversees and manages the product delivery and operations of Crypto Secure, a crypto risk management tool, in Asia-Pacific. This includes coordinating with customer success teams in different markets, managing billing issues, and creating collaterals (e.g. EDMs, decks) for pre-sales, marketing, and education purposes.
- **Project management:** Plans, coordinates, and participates in crypto and financial crime related events in the APAC region. This includes organizing webinars and manning booths at physical events (e.g., Ciphertrace at CyberDSA).
- **Customer success:** Conducts live webinars on Crypto Secure to potential users in different markets. Discusses the product directly with existing users and potential users. Crafts and presents product benefits and use-cases.
- **Data analysis:** Analyzes crypto-related regulations for different Asian markets to assess go-to-market readiness. Develops pricing models based on various go-to-market strategies. Analyzes crypto adoption in issuers to gauge product receptiveness. Breaks down and presents crypto-related transaction data for individual issuers.
- **Technical writing:** Creates APAC-specific documentation and collaterals for managed products (e.g., Crypto Secure).

Sea Limited

A tech MNC with ~$10b in revenue providing services in e-commerce (Shopee), gaming (Garena), and Fintech (SeaMoney)

Senior Product Manager   January 2021 – September 2022

Managed a cloud platform and a work messenger. Analyzed competitors. Defined user goals and feature requirements. Coordinated product delivery with stakeholders (e.g., design, engineering, management). Supported end-users.

- **Product management:** Oversaw the development and launch of zero-to-one cloud products (e.g., a SQL database product, a Kubernetes cluster orchestrator, an image registry, an app engine) using Agile and Kanban principles. Continually prioritized and planned new features based on user interviews to refine these products.
- **Project management:** Coordinated and led an information security management system ("ISMS") implementation project for a cloud platform with stakeholders.
- **UX design:** Advised, reviewed, and signed off on copy in cloud product prototypes prior to development. Audited, wrote, and improved in-app copy for a messenger, including the video conference feature and onboarding flow.
- **Data analysis:** Studied usage metrics to prioritize improvements to group chat settings in a product backlog. Analyzed the internal adoption rates of the cloud product.
- **Technical writing:** Audited a help center in 3 months, resulting in 97 new articles and x2 monthly unique visitors (3.3k).
- **Customer success:** Supported users in messenger channels when they encounter issues with the products. Initiated a critsit communication process for the messenger product.

HubSpot Inc   October 2017 — December 2020

A tech firm that develops and sells CRM platform software with inbound marketing, sales, and services features

Senior Technical Writer   October 2018 – December 2020

Prepared help docs for features pre-release. Updated and maintained docs using external and internal feedback. Improved knowledge base using user data and metrics.

- **Product management:** Initiated and developed a new category of help articles ("user guides") aimed at new users. Created mock ups and shared them with developers for smoother delivery.
- **UX design:** Provided UX design and in-app copy feedback to product teams.
- **Data analysis:** Analyzed user metrics to improve help center content and localization.
- **Technical writing:** Collaborated with product and developer teams to craft and release accurate articles for new large features (e.g., custom objects and marketing contacts).

Senior Support Specialist   October 2017 – October 2018

Guided and supported users over phone, email, and chat to resolve any issues with the software and how they used it. Communicated and documented bugs found for remediation by developer team.

- **Customer success:** Top performer in 2018 Q1, with an average NPS of 79.
- **Project management:** Oversaw a knowledge management project to help organize and make internal documentation more accessible for the team.

KPMG Singapore

A professional services firm offering audit, tax and advisory services

Senior Compliance Associate (Advisory)   July 2014 – August 2017

Provided regulatory and compliance advisory for various financial institutions in different projects such as compliance reviews, license applications, and internal audits.

- **Product management:** Built a blockchain proof of concept to share KYC information between banks for AML/CFT with a consortium of banks and a team of developers.
- **Project management:** Conducted internal audits and AML/CFT regulatory reviews for CMSL holders.
- **Technical writing:** Wrote and reviewed banking license applications for overseas banking institutions.

EDUCATION

Bachelor of Business (Banking and Finance). Nanyang Technological University
- First Class Honors, Overall GPA: 4.65/5
- Dean's List AY11/12

Exchange Programme. University of Illinois at Urbana-Champaign
- Programme GPA: 3.94/4
- Dean's List AY12/13 Semester 1

GCE A Levels. Raffles Junior College
- 4 H2 Distinctions, 1 H1 Merit

TECHNICAL SKILLS

Technology: HTML/CSS, SQL (Basic), Python (Basic)
Software:
- CRM, marketing, sales, and service tools in HubSpot
- Wireframing and process drafting with Miro, Figma, and Whimsical
- Project management with JIRA, Notion, and AirTable
- Documentation with Confluence and Notion

Certifications:
- [UX Certification (#1030777)](#) — Nielsen Norman Group (2019)
- [Cryptocurrency Tracing Certified Examiner](#) — CipherTrace (2023)