Biography

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Jason Hwang

Jason is a Senior Consultant within Deloitte Digital and has worked on B2C and B2B digital transformation and eCommerce projects for F500 clients. He has experience working across the entire product lifecycle, from ideation to development to launch, and has successfully led teams to launch full scale products and eCommerce platforms – helping clients transform their ideas into functioning products.

Jason has experience working across multiple industries, including hospitality, consumer products, sports, healthcare, manufactured home building, and construction equipment manufacturing. His passion lies in working cross-workstreams to create user-driven products that focus on design, user experience, and technology. He uses his product management experience to work closely with designers, developers, and stakeholders to build products that better serve the user's needs.

With a bachelor's degree in Electrical and Computer Engineering from Cornell University, Jason merges his technical and business skills to successfully define product requirements and work with development teams to bring client visions to life.

Relevant Experience

Functional Lead (*Digital Experience*) | Modernized product catalog for managing hotels for a F500 international hotel chain
- Delivered 10+ major capabilities to enable hotel admins to create and manage hotels, restaurants, spas, and golf courses
- Redesigned UI to improve the information architecture and streamlined the original 140 screens to just 40 screens
- Defined user personas and permission standards for the 20,000+ hotel admin users across 8,000+ hotels globally

Functional Lead (*eCommerce*) | Direct-to-Consumer B2C home building eCommerce site for a leading manufactured home builder
- Led a team of 20+ from ideation to launch to enable an eCommerce experience to personalize/quote manufactured homes online
- Conducted workshops to determine growth opportunities and owned 100+ features across browsing, customizing, and ordering homes
- Leveraged user metrics to determine enhancements and deployed new features on a bi-monthly (every two months) cadence

Functional Lead (*APIs & Middleware*) | User enrollment WeChat miniprogram for a F500 international hotel chain
- Wrote technical user stories covering 8 APIs, allowing WeChat users to register/link their travel accounts directly within the WeChat app
- Liaison between product/development teams across US, China, and India; regarded as go-to-contact to communicate business/technical features
- Demoed miniprogram to leadership and stakeholders to receive functionality/performance feedback

Product Manager | Orders and sales tracking dashboard for a F100 construction equipment manufacturer
- Led Discovery sessions for a dashboard providing ordering insights exceeding $50M in monthly sales
- Worked with development team to launch dashboard, allowing order/sales data insights to be automated for the first time
- Created functional requirements document to summarize 20+ features and provide usability guidelines