



# Raymond WU

Phone: +852 6463 6876

Email: [raymondwudesign@gmail.com](mailto:raymondwudesign@gmail.com)

Online Portfolio: <https://portfolio.raymondwu.hk/>

MSc, PMP, PSM II, Certified Six Sigma Black Belt (CSSBB) Holder. Highly self-motivated and detail-oriented Product Development Project Manager with 8 years of experience in product development, problem-solving, project management, and quality assurance. Passionate about continuous learning and innovation, I am eager to leverage my technical expertise and project management skills to drive successful initiatives.

## EXPERIENCE

Assistant Product Development Manager @ Formia Ltd. (2024.04 – Current)



Manage product development of new category from new supplier development, concept validation to provide competitive offers for defined customers, and assist on building new partnership for brand development

- Spearhead project development initiatives from conceptualization to industrialization, leveraging on all Internal and External Stakeholders
- Conduct competitive analysis for cost evaluation and benchmarking
- Research and analyze trends within the industry to define product offering
- Identify and source new potential vendors to support innovative product development
- Communicate and build partnership with licensors for product development
- Evaluate vendor capabilities and develop strategic plans for vendor selection and project allocation
- Create product assortments aligned with customer preferences with cost analysis
- Assist and mentor team members on product development

Technical Project Manager @ Wowwee Group Ltd. (2024.05 – 2025.04)



Lead and manage product development from concept validation to value realization, while spearheading process improvement initiatives

- Developed and managed CAD designs, prototypes, tool plans, and schedules in collaboration with Model Makers, Tool Makers, and Production Factories to ensure high-quality products are delivered on time and within budget.
- Oversee production factory capabilities and performance, and recommend potential factories for new product bids
- Conducted feasibility studies and refined products during the early development stages to enhance efficiency
- Proposed development frameworks and collaborate with the VP to improve development processes
- Provided technical support to internal teams, and assisted on inquiries from retailers and consumers
- Create and maintain a knowledge repository to enhance quality and design awareness



## Project Engineer @ Hasbro Asia-Pacific Marketing Ltd. (2019.04 – 2024.05)

Developed new products in collaboration with stakeholders and assisted global vendors in resolving engineering issues, ensuring timely, budget-friendly, and high-quality product completion

- Managed and developed 80+ new products from concept to shelf, generating ~USD\$150M in annual revenue
- Possessed knowledge of manufacturing techniques for plastic, wood, and paper materials
- Collaborated with vendors in Vietnam, India, and China to create CAD designs and tool plans, working closely with Model Makers, Tool Makers, and Production Factories
- Supported cost-saving initiatives through cost estimation and value engineering, including part count reduction, alternative material suggestions, and tooling combinations
- Worked with global cross-functional teams, including Design, Quality Assurance, Logistics, and Marketing, to develop appealing products
- Partnered with Manufacturing Centers of Excellence (COE) and production factories to explore new technologies for process optimization, enhancing efficiency and meeting company goals
- Conducted risk assessments and feasibility evaluations to identify potential safety, reliability, and design challenges, provided and verified solutions with internal and external partners, primarily Design, QA, Model Makers, and Production Factories
- Reviewed production line setups to ensure consistency and quality in mass production



## Graduate Trainee @ Hasbro Asia-Pacific Marketing Ltd. (2017.09 – 2019.03)

Rotated through the Engineering, Quality Assurance, and Engineering COE Teams, handling a wide range of engineering-related duties from new material sourcing and product development to post-sales complaint analysis

- Managed and developed projects under the supervision of the Engineering Manager, from concept to shelf
- Collaborated closely with material distributors in the Engineering COE to explore innovative materials and technologies for new design concepts and optimization of existing items
- Consolidated and created lessons learned documents for cross-functional knowledge sharing to enhance quality awareness
- Handled product complaints and returns from the market, conducting root cause analysis to identify and resolve issues with the Engineering Team and Production Factory
- Created test plans for each project to ensure compliance with company and global regulatory standards
- Inspected production lines and checkpoints to ensure consistency and quality in mass production

## SKILL

**Project Management** –Maintain effective communication with stakeholders & ensure adherence to plans

**Value Engineering** –Maximize benefits by providing cost reduction proposal & adopting design-to-value mindset

**Design for Manufacturing** –Transform ideas into manufacturable products for efficient mass production

**Quality Assurance** –Ensure products meet regulatory standards & consumer expectations without over-engineering

**Problem Solving** –Analyze & resolve issues using various methodologies, analytical & critical thinking skills

## PROFESSIONAL QUALIFICATION

**Certified Six Sigma Black Belt (CSSBB)** (Issued by American Society for Quality in 2025.03)

Skills: Process Optimization, Data Analysis, Lean Methodologies, Six Sigma, DMAIC, FMEA, SPC, DFSS

**Google Digital Marketing & E-commerce** (Issued by Google in 2024.10)

Skills: Marketing Funnel, Search Engine Marketing, Social Media Marketing, Search Engine Optimization, CRM

**Project Management Professional (PMP)** (Issued by Project Management Institute in 2024.07)

Skills: Traditional Project Management, Hybrid Project Management, Soft Skills, Leadership

**Professional Scrum Master II (PSM II)** (Issued by Scrum.org in 2024.07)

Skills: Agile Project Management, Retrospectives, Agile Environment, Agile Leadership

## EDUCATION

**MSc in Biomedical Engineering, Distinction**

City University of Hong Kong (2022-2023)

- Flexible Electronics Design
- Microelectromechanical Systems
- Advanced Biomaterial
- Safety and Risk Assessment

**BEng (Hons) of Product Engineering with Marketing**

The Hong Kong Polytechnic University (2015-2017)

- Mechanical Engineering
- Material Application
- New Product Planning
- Tool Design
- Product Safety and Reliability
- CAD Simulation

**Higher Diploma in Product Innovation Technologies**

The Hong Kong Polytechnic University (2013-2015)

- Concept Generation
- Modeling and Prototyping
- CAD Drawing and Rendering
- Branding

## **SOFTWARE**

Microsoft Office – Word, Excel, PowerPoint, Teams, Power BI

Adobe Creative Suite – Photoshop, Illustrator, Lightroom

CAD & Rendering – SolidWorks, Creo Parametric, Blender, KeyShot

Prototyping Software – Lightburn Laser Cutting, Lychee Slicer, Simplify3D

Programming Language – Arduino, C++

## **LANGUAGE**

Chinese (Cantonese) – Native

Chinese (Mandarin) – Fluent

English – Fluent

## **AWARD**

VORTEX – An Intelligent Painting Color Mixer for advanced model enthusiast

The Third Prize, Hong Kong University Student Innovation & Entrepreneurship Competition 2017