

Loem Layheng

PRODUCT OWNER

loemlayheng@gmail.com t.me/LayhengLoem Phnom Penh, Cambodia

PROFILE

Results-driven Product Owner with hands-on experience in a POS ecosystem, combining product strategy with UI/UX execution. Skilled at identifying system pain points, translating merchant feedback into actionable product improvements, and delivering end-to-end solutions under limited resources. Comfortable working across product, design, and customer-facing functions simultaneously.

EXPERIENCE

Product Owner Dec 2025 – Present
Youding (Cambodia) Co., Ltd. – Phnom Penh

- Own the product roadmap for a POS ecosystem serving F&B and retail merchants, covering software, hardware, online menus, and ordering platforms.
- Identify and analyze pain points through direct merchant engagement, define requirements, and prioritize solutions with the development team.
- Design UI/UX wireframes and high-fidelity Figma prototypes independently, bridging the gap between product requirements and visual delivery.
- Led end-to-end redesign of EZorder F&B 2.0 from user journey mapping to interactive prototype delivery.
- Defined product specification for Youding's in-app AI chatbot to automate POS troubleshooting and reduce CS ticket volume.
- Collaborate cross-functionally with engineering, customer success, and sales to ensure aligned product delivery.

Junior Customer Success Jun 2025 – February
Youding (Cambodia) Co., Ltd. – Phnom Penh

- Support merchants across the full POS ecosystem via live chat, calls, and onboarding sessions.
- Built an internal CS tool automating bulk image processing and QR code extraction – reducing product setup time by up to 75%.
- Created reusable internal resources including video guides, documentation, and workflow templates.

SKILLS

Product Ownership

Product Research

UX / UI Design

Figma & FigJam

Wireframing & Prototyping

User Journey Mapping

User Story Writing

Jira

No-Code Development

Workflow Automation (n8n)

AI Tools

Google Workspace

EDUCATION

NUM

BBA – Management
2023 – Present

IFL

BA – English
2023 – Present

LANGUAGES

Khmer
Native

English
Professional proficiency

PORTFOLIO

[View Portfolio →](#)

- Escalated bugs via Jira and translated complex system issues into simple merchant-friendly guidance.

Freelance Web Designer

Dec 2024 – Present

Self-Employed – Phnom Penh

- Designed and deployed websites for small businesses across restaurants, tech retail, and e-commerce.
- Managed full client lifecycle from proposal to delivery; prospected 25+ businesses with pre-built sites.

Dropshipping Business Owner

2023 – 2024

Self-Employed

- Managed end-to-end e-commerce operations including product sourcing, pricing, and fulfillment.

KEY PROJECTS

EZorder F&B 2.0 – QR Ordering Redesign

Dec 2025 – February

- Led full UX/UI redesign; delivered brand identity, user journey maps, and high-fidelity Figma prototype for a QR-based dine-in ordering platform.

Youding In-App AI Chatbot

2025

- Defined product requirements and user flows for a POS-integrated AI chatbot to automate troubleshooting and reduce support load.

AI Poster Generation Tool

2025

- Built an AI-driven marketing asset generator enabling high-volume, brand-consistent poster production for a freelance marketing agency.

REFERENCES

Pisey Pove

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