

Jesse Luong

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Experience

Vizio - Walmart

Technology Packaging Product Manager

Jan '25 - Present

Managed development and specifications for consumer electronics, incl. television, speaker and remotes.

- Validated specifications, dielines and certification process to all relevant regulations
- Handled ODM and supplier communications for procurement of global goods
- Launched packaging slimdown initiative to increase container unitization by 15%
- Executed due diligence and legal work for risks in transport of oversized products

Dollar Shave Club

Product Development Engineer

Mar '23 - Dec '24

Championed processes for cosmetic and OTC product in omnichannel, resulting in \$70m annual revenue

- Collaborated cross functionally to provide project plans for executive and corporate cooperation
- Validated suppliers and strategic partnerships, decreasing material costs up to 34%
- Developed packaging for shave aids, skincare, haircare, in retail, clubstore and DTC
- Managed all technical drawings and documents for dielines and specifications in packaging

L'Oréal | Essec, MBA Consulting

Strategic Marketing Consultant

Sep '24 - Jan '25

Presented a product campaign solution to bring more men to the skincare market using incumbent IP

Herbalife | Pepperdine, MBA Consulting

Strategic Marketing Consultant

Apr '24 - Aug '24

Developed for the CEO, a comprehensive marketing implementation plan for Gen-Z penetration.

Bakerly LLC - Norac Food Group

R&D Engineer

Dec '20 - Jul '22

Developed an operation line that would produce and distribute over one billion pastries annually

- Procured materials that would save more than 30% on packaging materials during global crises
- Created over 300 product SKUs for DTC, Retail and Club Store settings
- Managed teams of over 30 employees for product and process validation

McCormick & Co

Packaging Development Co Op

Jun '18 - Jan '19

Executed DTV exploration for competitive product positioning

- Established testing protocols for verification of packaging systems
- Performed customer panels to identify profitable marketing opportunities
- Manufactured prototypes for urgent brand revitalization and trialing

American Packaging Co

Technical Intern

Jun '16 - Jan '17

Performed physical and chemical testing of plastic, paper and foil structures for customer reports.

- Analyzed competitor products to replicate outstanding product structures
- Executed customer audits to validate design experiments
- Built libraries for retained materials to continue quality assurance

Education

Pepperdine | MBA - General Management

Malibu, CA

Essec | Master in Management

Cergy, France

RIT | BS - Packaging Science

Rochester, NY

Languages: English, French, Chinese

Software: Adobe Suite, AutoCAD, SolidWorks,
Matlab, Oracle, Jira, Cape Pack

Awards + Certifications

Ranatra Fusca

Outstanding creativity: OOTM

Dollar Shave Club - Corporate Scholarship

Scholarship to enroll in the Pepperdine MBA program while employed full-time at DSC

Google Project Management

Professional certificate for Project Management

Lean Six Sigma - Green Belt

Completed course during RIT DMAIC intensive

Tableau Essentials

Completed course during Pepperdine IT study

