Women Rock IT
IT is a world of possibilities.

Ai Ching Goh
Twitter @ACGOH
CEO & CO founder
Making information beautiful

The process of telling stories
Ai Ching Goh
Piktochart is a web tool that helps people create infographics.
CUSTOMIZABLE THEMES

Over 400 fully customizable themes for beautiful infographic everytime!
Why use infographics?
It’s a learning + teaching tool
Helps people to present complex information easily
Good for content marketing
What’s the problem?
To design visual content, you have 3 options:

1. Spend time learning it
2. Outsource it to professional
3. Hire a designer
How are we helping?
“You don’t have to know how to design in order to create visual content.”
“It looks easy to use, but that’s because a lot of effort has been put behind the scene, thinking about each interaction until it becomes easy today.”
The technology behind the scene
Javascript and Ruby on Rails

The difficult things:
fonts render differently across browsers

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
0123456789
achieving the perfect cut size for different types of paper
knowing which layouts and designs to create
With Piktochart, we have helped over 4,000,000 people create 12,000,000 info graphics.
My personal journey
I am not a tech person.

I grew up in Penang.
I am the eldest of 4 daughters.
I went to an all-girls school.
I had no background in tech.

I studied Experimental Psychology in UK.
I worked at P&G as an Advertising associate.
My point of realisation was:

I did not fit into the corporate mould.
We started Piktochart with the intention of:

- Building a happy workplace
- Helping people do something they usually cannot do - Design
Many people think that to do a business in tech, you need to be an engineer. **But that’s not true.**
You need a technical co-founder :(
If you have an idea for an app that you want to build:

- **Validate it**
  make sure somebody needs it and will pay for it.

- **Learn coding on your own**
  it’s not hard

- **Find a co founder**
I still do not know how to code but I have learned more about UX (user experience) and studying wireframes.
It is important to have some knowledge in product management, how developers work and user experience to understand the job better.
There are many rewards to take on this journey.
Working together with my wonderful team.
Watching the team grow and transform.
and impacting the lives of our users in the rest of the world
You have so much potential. Have courage and go rock IT!

- Ai Ching Goh
- Twitter @ACGOH
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Xania Wong
Co-Founder and CEO
Feb 23, 2016
JOBDOH – Transforming the Way We Work

Xania Wong
Founder, CEO
Feb 23, 2016
What Does One Accomplish in 90 Minutes?
Fast
Convenient
Transparent
Accurate
You can use a two-column grid for laying out slides with more than one message. Two columns can also be used when comparing two sets of data or information. Text color can be manually changed to different shades of color to mimic the gradient effect.
You can use a two-column grid for laying out slides with more than one message. Two columns can also be used when comparing two sets of data or information. Left and right columns can be different colors.
Immediate Notification
Location Feed
Flexible Schedule
Real-Time Vacancies
One-Tap Application
Instant Feedback
Progression Tracking
Resume Building
True Meritocracy
Video Screening
Crowd Validation
One-Step Hire
Verified Record

Mini-LinkedIn

Positive Reinforcement
Data-Driven Ranking
Proprietary Algorithm
Feedback Loop
Science + Arts
Creating Impact
Confidence Building and Empowerment

- Single Mother
- Unpredictable Schedule

✓ Work Found within 24 Hours
✓ Income, Empowerment
Sense of Purpose

- Early Retiree
- Zest for Life
- Variety
- Income, Social Life
Experience and Exposure to Industries

- Students
- Learning

✓ Resume Building
✓ Income, Exposure
How to Get Anywhere
My Two Cents
**Academics**

- Honors, Business Administration (Richard Ivey)
- MBA (INSEAD)
- WSET

**Professionals**

- CFA
- Asset Management
- Management Consulting
- Strategy/ Business Management

**Start-ups**

- Social – Off-line Events
- Finance – Tech (Marketplace)
- Beverage – Traditional + Tech (O2O)
- HR – Tech (O2O)
“And, when you want something, all the universe conspires in helping you to achieve it.”

Paulo Coelho, The Alchemist

“You miss 100% of the shots you don't take.”

Wayne Gretzky