

INTERNSHIP EXPERIENCE

PRODUCT MANAGER

LOBLAW DIGITAL, PC Express Online Grocery Fulfillment

Jan – Apr 2021

Toronto, Ontario - Remote

- Identified \$3.1M in labour/operational savings by leading user research and quantifying cost-benefit value of item location accuracy improvement across 700 stores; pitched 3 distinct business cases to Product Executives, Operations, and company
- Built roadmap for real-time fulfillment dashboard by gathering, prioritizing, and translating user needs into technical requirements
- Drove discovery phase by researching innovative tech and strategizing execution of RFID to improve order identification efficiency
- Architected live dashboard using SQL and Google Data Studio to identify variations from the optimal method algorithm

PRODUCT MANAGER

BEVY, B2B SaaS

May – Aug 2020

Palo Alto, California - Remote

- Led feature prioritization and usability testing to accelerate the design and launch of virtual conferencing platform in 2 months
- Converted 42% of customer feedback tickets to completed/in progress within 1 month by implementing ideation process in Trello
- Optimized customer renewal strategy by coding a centralized API based dashboard to report key metrics such as utilization MoM

PRODUCT MANAGER

CIBC, Client Experience & Process Optimization

Sept – Dec 2019

Toronto, Ontario

- Achieved \$2.0M in projected fraud loss savings by identifying key metrics and impacts of risk to enhance criteria per user stories
- Streamlined Youth client experience by conducting competitor analysis on industry trends and pitching solution to executives
- Accomplished \$2.9M in annualized savings by representing Product on cross-functional team (Engineering, Finance, Legal etc.) to provide clear product feasibility and deliver a cost-effective solution with minimal client impact

EXTRA-CURRICULARS

FOUNDER CULTURESHOCK

Apr 2021 – Present

- Analyzed product-market fit via market/competitor analysis and quantified demand for cultural representation on tech accessories
- Scoped out manufacturers to custom build Minimum Viable Product with scalable weekly plan to launch and grow Shopify store

TECHNICAL PRODUCT MANAGER CRESS HEALTH

Jul – Aug 2020

- Constructed onboarding workflow with strategies to ensure sign-up acquisition and user retention for AI powered wellness app

VP SPONSORSHIP & EVENTS UW BLUEPRINT

Jan – Apr 2020

- Contributed to the advancement of technology for social good by planning and executing events such as a Women in Tech panel
- Pursued and developed relationships with potential sponsors that aligned with Blueprint's mission with a 75% success rate

VP EXECUTION UW PRODUCT MANAGEMENT

Sept 2018 – Aug 2019

- Led team through orchestrating events reaching approx. 80 students each; resolved blockers for effortless logistical execution
- Coordinated case competitions, panels, podcasts, & resume critiques to equip UW students with product management resources

PROJECTS

BILLBOARD HOT 100 HIT SONG PREDICTOR, Python

Sept – Dec 2020

- Achieved 80% hit prediction accuracy for record label managers by implementing K-Means Clustering and Random Forest Model

RECIPEAPP, React.js

Sept – Dec 2020

- Drove product vision, design, and front-end development in sprints to ship fully functioning recipe generating app in 2 months

TECHNICAL SKILLS

SKILLS

Lean Six Sigma Green Belt • Data-Driven Decision Making • Detail Oriented • Defining & Tracking KPIs • Agile Product Development

TOOLS

Google Analytics / Data Studio / Cloud Platform • JIRA • Figma • Tableau • Python • React.js • Java • JavaScript • SQL • HTML • CSS