

Alex La

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SUMMARY

An aspiring Product Manager with 4 years of experience as a Java Developer building automation script for UI flows and with a strong foundation in Software Web Development. I am an expert in product, marketing, operations, and both agile and waterfall methodologies. I am a highly organized team-player who can fill any role as a generalist, and at the same time, dive deep to formulate innovative solutions to specific challenges. I bring a strong ability to quickly learn and adapt, excelling at transforming user feedback into actionable product improvements. Known for clear communication and leadership skills, I effectively translate complex requirements into practical solutions, aligning with business goals and driving measurable improvements.

SKILLS & TOOLS

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| • Highly Organized | • UI/UX | • SQL |
| • Customer Orientated | • Figma | • Jira |
| • Strategic Planner | • Sketch | • Confluence |
| • Creative Designer | • Adobe CC | • Google Analytics |
| • Data Driven | • Balsamiq | • HTML/CSS/JS |
| • Time management | • Invision | • Git Version Control |

EDUCATIONS & CERTIFICATES

Humber College – Advanced Diploma in Computer Engineering Technology (3.7 GPA)	April 2021
Brainstation Bootcamp– Product Management Certification	April 2024
Microsoft – Azure Fundamentals Certification	November 2024
Atlassian – Agile Project Management Professional Certification	in-progress
LinkedIn – Becoming a Product Manager: A Complete Guide Certification	in-progress

EXPERIENCE

Quality Analyst – *Tata Consultancy Services*

Easyweb Online Payments at TD Bank August 2021 - Present, Toronto, ON

- Built and maintained test automation scripts using Java for payment modules, removing all defects before production.
- Collaborated with cross-functional teams to identify root causes of quality issues, leading to a 20% reduction in customer complaints.
- Managed product backlog and sprint user stories using Jira, ensuring alignment with business priorities and delivering on key performance indicators.
- Contributed to continuous improvement in Agile environments by actively participating in daily stand-ups, sprint planning, backlog refinement, and retrospectives.

Software Developer Intern – *Central Etobicoke Youth Agency*

Social Enterprise June 2021 – August 2021, Toronto, ON

- Collaborated with senior engineers to analyze database requirements and implemented SQL queries and scripts, leading to a 20% increase in database query performance.
- Developed wireframes and mock-ups, supporting the product design process and enhancing user experience.
- Supported engineers in reviewing product documentation.

Treasurer – *Institute of Electrical and Electronics Engineer*

Finance and Team Management October 2019 – April 2021, Toronto, ON

- Oversaw financial planning and allocation of resources, ensuring the team stayed within budget for events and initiatives.
- Collaborated with cross-functional committees to secure funding, sponsorship, and partnership, enhancing the chapter's overall operations and impact.

ADDITIONAL PRODUCT AND SOFTWARE EXPERIENCE

MOCA – B2C Product Management Experience

- Created a B2C AI recipe-based product aimed to address problems such as: creativity blockage, recipe management, and food wastage.
- Conducted user research with 10+ individuals aged 19-31 to identify pain points and refine the product's value proposition.
- Designed a mobile UI mock-up using Figma, ensuring an intuitive user experience and alignment with B2C mobile app best practices.
- Created a presentation deck using Figma, detailing market analysis, personas, go-to-market strategy, MVP, and subscription-based models.