# SUJEETHAN VIGNESWARAN

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## EXPERIENCE

**Associate Product Manager**  January 2021 - April 2021
Loblaw Digital  Remote

· Revamped PC Optimum Insiders subscription flow and homepage design and implementation on iOS, Web and Android to increase acquisition and meet a key performance indicator of 250,000 active users.
· Facilitated decision making on program promotions by creating customer journey maps and ensuring cross functional communication in engineering, design, QA, product and marketing teams.
· Prioritized features for development using a data-driven methodology by analysing user experience testing results and querying a 15 petabyte database to identify customer insights.
· Ensured timely delivery of MVP by breaking down complex technical tasks into 50 detailed user stories and coordinating bi-weekly sprint retrospectives, backlog grooming, and sprint planning.

**Site Reliability Engineer**  May 2020 - August 2020
Loblaw Digital  Remote

· Designed and launched enterprise product and methodology to automate productivity platform licensing on Slack, Jira, GitLab, and PagerDuty. This initiative resulted in a savings of 15 hours per week of toil and $10,000 per month in licensing fees.
· Leveraged quantitative analysis knowledge to publish two dashboard to monitor multi-tenant compute cluster usage providing actionable cost reducing insights.
· Migrated logging, alerting and metrics from Splunk to Stackdriver on all production services across the enterprise resulting in savings of over $1 million in 2020.

**Big Data Developer**  September 2019 - January 2020
DRVN Intelligence  Toronto, ON

· Facilitated product road-map development for a three product suite of SaaS tools in programmatic advertising automation that projected revenue of $25,000 per month.
· Orchestrated the technical development of a healthcare data engineering solution in a request for proposal for Trillium Health Partners.
· Pioneered the organization wide adoption of the infrastructure as code methodology using Terraform to manage public cloud infrastructure.

**Marketing Intelligence Automation Engineer**  January 2019 - April 2019
Loblaw Digital  Toronto, ON

· Conducted quantitative analysis on petabytes of transaction logs to forecast success of PC Express locations.
· Automated microservice and ETL based digital marketing processes to reduce toil by 11 hours per week.
· Designed and implemented A/B Tests to use the least PII and mobile device identifiers (IDFA & GAID) to increase customer segmentation match rates on Adobe Audience Manager by 30%.

## EDUCATION

**University of Waterloo, Faculty of Engineering**  Expected April 2023
B.ASc. in Environmental Engineering Option in Management Sciences
Relevant Courses: Technical Communication, Digital Computation, Statistics, Economics

## TECHNICAL STRENGTHS

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| **Product** | User Stories, Usability Testing, GTM Strategy, Figma, Miro |
| **Technology** | Python, SQL, Golang, Docker, Kubernetes, Google Cloud Platform |
| **Analytics** | Google Analytics, Adobe Analytics, Tableau |