

JOANNA WENG

Senior Product Manager

CONTACT

+1 647-633-0053
joannawenggg@gmail.com
www.joannaweng.ca

EDUCATION

University of Waterloo
Bachelor's degree
Honours Legal Studies & Business
Minors: Economics & Cognitive Science

EXPERTISE

Professional Skills

Product Management ● ● ● ● ●
Data Analysis ● ● ● ● ●
Roadmap Development ● ● ● ● ●
A/B Testing ● ● ● ● ●

Analytic Skills

Adobe Analytics ● ● ● ● ●
Salesforce ● ● ● ● ●
Tableau ● ● ● ● ●
Pendo ● ● ● ● ●

Design Skills

Wireframes ● ● ● ● ●
Prototypes ● ● ● ● ●
Figma ● ● ● ● ●
InDesign ● ● ● ● ●

Personal Skills

Communication ● ● ● ● ●
Organization ● ● ● ● ●
Leadership ● ● ● ● ●
Problem-Solving ● ● ● ● ●

WORK EXPERIENCE

2023 - Present

EQ Bank
(Equitable Bank)
Toronto

Senior Product Manager, Digital Banking

- Lead Product Manager responsible for developing the product strategy, roadmap, and feature definition of the 1st Canadian commercial business banking product MVP with fully digital onboarding, account management, and money movement.
- Lead a 40-person cross-functional team to develop a web app to target the small business segment of Canada (~1M) with a projected ~2B in deposits over 5 years.
- Manage P&L table and KPIs to set interest rates and fees.

2022 - 2023

Thomson Reuters
Toronto

Product Manager, Digital Commerce

- Led all Trials-related data analytics for B2C SaaS products to understand user engagement, pain points and conversion rates throughout the entire user journey which has resulted in a 40% increase in user base.
- Identified gaps in Trials onboarding process and led builds of features across engineering and design to grow subscription revenue through increased engagement and sales of 20%+.
- Collaborated with stakeholders to identify features and deliver deployments on-time and under-budget.

2019 - 2022

Interac Corp.
Toronto

Product Owner, Digital Payments

- Engaged with cross-functional teams to develop a MVP payments solution and oversaw full product lifecycle from inception to development, design, and implementation.
- Effectively facilitated the testing and integration of Interac with Apple Pay and Google Pay for merchants and 8+ banks which resulted in double-digit transaction growth rates MoM.
- Developed financial forecasts for entire eCommerce portfolio for P/L management based on KPI trends, competitor analysis, and market research.

2018 - 2019

DealTap Group
(Remine Inc.)
Toronto

Product Manager, B2C SaaS

- Implemented A/B experiments to determine target-user preferences and identify core features/enhancements to develop MVP roadmap which resulted in a 2.0 version of the SaaS B2C product with less technical bugs and over 20% faster performance.
- Designed analytical dashboards to monitor product performance and product KPIs which reduced manual reporting work by 15 hours weekly.
- Efficiently managed two development teams, managed stakeholder relationships, and helped define go-to-market strategy.