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JOANNA WENG

PRODUCT MANAGEMENT & DATA ANALYTICS



EDUCATION

2012 - 2017

University of Waterloo

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



Axure RP



InDesign



WORK EXPERIENCE

Jan 2022 - Present

Thomson Reuters

Toronto

Product Manager, Digital Commerce

- Lead 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 identified over 10 initiatives that will improve overall metrics.
- Identified gaps in Trials user onboarding and am leading build of features across engineering and design, which will grow subscription revenue through increased engagement and conversion.
- Collaborate with stakeholders to present data findings and identify features to add to the product roadmap through prioritization to align with timelines.

Mar 2019 - Jan 2022

Interac Corp.

Toronto

Product Analyst / Product Manager, Digital Payments

- Engaged with cross-functional teams to develop a MVP payments solution and oversaw product development from inception to 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.

Jan 2018 - Mar 2019

DealTap Group

Toronto

Product Analyst / Project Manager

- Implemented A/B experiments to determine target-user preferences to identify core features/enhancements to incorporate into 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 10 hours weekly.
- Efficiently managed two development teams, formed strong relationships with stakeholders, and helped define go-to-market strategies.

Jul 2017 - Jan 2018

Ernst & Young

Toronto

Staff Consultant, IT Advisory Services

- Effectively tested business and IT controls for clients to ensure compliance, recommended areas to mitigate risks, and improve the performance and security of the business.
- Evaluated the integrity of controls in place for leading technology for accurate data migration which lead to lower risk susceptibility.