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JOANNA WENG

PRODUCT MANAGEMENT

🎓 EDUCATION

2012 - 2017

University of Waterloo

Honours Legal Studies & Business

Minors: Economics & Cognitive Science

⚒ EXPERTISE

Professional Skills

Product Management

Project Management

Roadmap Development

A/B Testing

Analytic Skills

Adobe Analytics

Salesforce

Tableau

Looker ML

Design Skills

Wireframes

Prototypes

Axure RP

InDesign

✏ WORK EXPERIENCE

Jan 2022 - Present
Thomson Reuters
Toronto

Product Manager, Digital Commerce
- Manage data collection and analytics using Adobe Analytics, Salesforce, Pendo, and Tableau todesign a holistic view of user engagement and identify areas for improvement.
- Ensure that product backlog is up to date and prioritized with user story requirements to keep
- the engineering, QA, and UX teams effective and fully occupied.
- Collaborate with teams to plan and prioritize the roadmap quarterly and break them down into epics and features for the backlog.

Mar 2019 - Jan 2022
Interac Corp.
Toronto

Product Analyst / Product Manager, Digital Payments
- Engaged with cross-functional teams to develop a MVP solution through designing prototypes, writing user stories, conducting usability sessions and QA testing in iterative sprint cycles.
- Effectively facilitated the testing and integration of Interac with Apple Pay and Google Pay for merchants and 8+ banks which results in double-digit transaction growth rates month-to-month.
- Developed Tableau reports for internal and external parties to provide key metrics for strategic analysis aimed at increasing profits and identifying growth opportunities.

Jan 2018 - Mar 2019
DealTap Group
Toronto

Product Analyst / Project Manager
- Created user stories and PRDs with wireframes using JIRA & Axure RP to effectively communicate product features for developers to code and designers to create HiFi prototypes using Agile SDLC.
- Designed analytical reports using Looker to monitor product performance and address areas for improvement to increase customer success and maintain competitive advantages.
- Efficiently managed 2 development teams by tracking velocity, scope, and sprint planning.

Jul 2017 - Dec 2017
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.
- Evaluate the integrity of controls in place for leading technologies such as SAP, Oracle, NetSuite, SnapLogic, WorkDay and Salesforce for accurate data migration.