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JOANNA WENG

PRODUCT MANAGEMENT & DATA ANALYTICS

EDUCATION

2012 - 2017

University of Waterloo

Honours Legal Studies & Business

Minors: Economics & Cognitive Science

WORK EXPERIENCE

Jan 2022 - Present

Thomson Reuters

Toronto

Product Manager, Digital Commerce

- Manage data collection and analytics using Adobe Analytics, Salesforce, Pendo, and Tableau to design 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.

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

