

+1 647-633-0053

joannawenggg@gmail.com

www.joannaweng.ca



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

- 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 resulted in a 40% increase in user base.
- Identified gaps in Trials user onboarding process and am leading build of features across engineering and design, which will grow subscription revenue through increased engagement and sales conversion of 20%+.
- 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 / Product 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.



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

