

# Joanna Weng

PRODUCT MANAGEMENT

[www.joannaweng.ca](http://www.joannaweng.ca)



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## EXPERIENCE

Thomson Reuters

2022 - Present

### Product Manager, Digital eCommerce

- Manage data collection and analysis using Adobe Analytics, Salesforce, Pendo, and Tableau to design a holistic view of user engagement and identify areas for improvement.
- Ensure that the 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 team to plan and prioritize the roadmap quarterly and break them down into epics and features for the backlog.

Interac Corp.

2019 - 2022

### Product, 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.
- Successfully 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 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.

DealTap Group Inc.

2018 - 2019

### 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.

Ernst & Young LLP

2017 - 2018

### Staff Consultant, 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 technologies such as SAP, Oracle, NetSuite, SnapLogic, WorkDay and Salesforce for accurate data migration.

Deloitte Inc.

2016

### Business Technology Analyst

- Facilitated a cloud implementation utilizing Guidewire to drive discoverability and sales.
- Performed release testing to identify and categorize technological defects in JIRA to improve the quality and robustness of the software.

## EDUCATION

University of Waterloo

Graduated 2017

### Honours Arts and Business, Co-op, with Distinction

Legal Studies Major | Economics & Cognitive Science Minors | Major GPA: 82%

## ACHIEVEMENTS

Personal Website

Course Completion

[www.joannaweng.ca](http://www.joannaweng.ca) (Designed with Bootstrap, JQuery, Javascript, and CSS)

Statistical Package for the Social Sciences (SPSS)



## TECHNICAL SKILLS

PRODUCT MANAGEMENT



PROJECT MANAGEMENT



ADOBE ANALYTICS



JIRA/CONFLUENCE



SALESFORCE



TABLEAU



LOOKER ML



PENDO



WIREFRAMES



PROTOTYPES



AXURE RP



INDESIGN

