

# ABBHEY ISRAEL

UWATERLOO ENGINEERING STUDENT

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🌐 <https://abbeyisrael.github.io/>

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## WORK EXPERIENCE

### Product Manager | SAP Canada

Sept. 2022 – Dec. 2022

- Delivered product demonstrations with a 98% retention rate to effectively articulate product functionality and enhancements to end users, generating an 18% increase in product usage over three months
- Spearheaded project to analyze usage metrics and curate data-driven roadmap decisions for the SAP HANA Cloud database administration tooling, achieving 100% alignment with year-end strategic goals
- Collaborated with Engineering leadership to prioritize development tasks based on market research, competitive analysis, and user-centered design principles; owned product features from ideation to completion
- Led customer engagement initiatives to receive direct market feedback and nurtured customer relationships; evaluated the feasibility and desirability of 42 feature requests

### Product Development Specialist | Intellijoint Surgical Inc.

Jan. 2022 – Apr. 2022

- Effectively strategized with key stakeholders to determine product requirements and scope for upcoming release cycle; clearly communicated project goals with the software development team, meeting all established timelines for surgeons
- Identified and prioritized product enhancements using market knowledge and pinpointed user interface design improvements using Figma
- Advanced inline testing team strategies by establishing a roadmap to achieve the ideal testing state, resulting in a 70% increase in testing efficiency
- Introduced and managed a team dashboard in JIRA to cohesively present important sprint goals and updates to improve project organization and collaboration

### Product Manager & Web Developer | Develop for Good

Apr. 2021 – Aug. 2021

- Defined strong client relationships with non-profit organization and instituted product requirements, established a project roadmap, and documented user stories, leading to a final website product meeting 100% of customer requirements
- Acted as the connection between software development and end-user needs; effectively managed a team of six developers to drive communication and efficiency from concept to release under aggressive timelines
- Designed a user-centered interface using wireframes in Figma and developed an interactive website leveraging knowledge in HTML and CSS that successfully called a RESTful API for public donations and petition signatures

### Platform Engineer Co-op | Agfa Healthcare

May 2021 – Aug. 2021

- Evaluated client needs and improved the data analysis process for test run metrics by incorporating percentage comparison box and whisker plots to accurately represent the test outcomes, producing a cohesive presentation of test results
- Assessed technical product requirements and developed test scripts in Java that automated the scroll feature for load and endurance testing, stimulating 10% of total studies to be successfully viewed as desired by external stakeholders
- Actively participated on the agile team by contributing to biweekly sprint planning and documenting progress in Jira, resulting in an overall task completion rate of 100%

## ADDITIONAL EXPERIENCE

### Machine Learning and Data Analyst | Lisnen

June 2021 – Dec. 2021

- Analyzed product and market share trends to evaluate competitive marketing strategies which cross-functionally propelled the start-up business forward
- Conducted user interviews to collect insight on the usability of the software application prototype and generated wireframes to recommend design improvements
- Collected and organized 700 datasets to enhance the machine learning algorithm

### Product Manager, Website Design | Freelancer

May 2021 – Sept. 2021

- Collaborated with business owner to design, develop, and launch a website that reflected corporate values utilizing Figma and Squarespace
- Leveraged entrepreneurial mindset and applied knowledge of SEO and competitive analysis to provide strategies to enhance company's online presence, leading to 65% increase in client acquisition

## EDUCATION

### University of Waterloo

Candidate for B.A.Sc. in

Biomedical Engineering

2020 – 2025

Department of Systems Design  
Engineering

- Cumulative grade average: 93.0%
- Dean's Honour List

## SKILLS

### Product Management:

User Research, User Stories, Product Roadmapping, Competitive Analysis, Customer Relations

### Tools:

JIRA, Confluence, Figma, Git, Jenkins, Trello

### Languages/Frameworks:

Java, Python, HTML, CSS, JavaScript, C++, C#, SQL, React, Django

## PROJECTS

### Published Research Assistant

2021

- *Engineering Our Way Through A Pandemic* published in Vancouver Sun and QUO Media
- Co-authored with Mary Wells, UW Dean of Engineering

### Online Monitoring Platform | Parkwood Retirement Home

2022

- Initiated the integration of an online platform for staff to record patient files; conducted market research, determined project timelines, and continuously refined product after initial launch to improve user experience
- Connected with physicians to deeply understand the problem space and leveraged industry standards to validate product development using streamlined processes