ADRIENNE LEE

TECHNICAL PRODUCT MANAGER | DEVELOPER | REACT SPECIALIST

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PERSONAL PROFILE

Technical Product Manager and Frontend Developer with 10+ years of experience building and scaling user-focused tools across nonprofit, tech, and agency sectors. Known for leading cross-functional initiatives from concept to launch — including global platforms, internal systems, and campaign tools. A collaborative builder with a technical foundation in React, Rails, GraphQL and CMS development, and a strategic lens shaped by years working directly with entrepreneurs and global stakeholders. Passionate about creating digital solutions that are inclusive, and impactful.

PRODUCT & DEV SKILLS

- Product Ownership
- Roadmapping & Prioritization
- Agile Methodologies
- HTML5/CSS3/JS
- React
- Ruby on Rails
- Python
- WordPress & Liquid
- REST APIs & GraphQL
- WCAG 2.2
- Google Analytics
- Figma/ AdobeXD
- Jira/ Trello/ Asana

EDUCATION

Juno College of Technology
Web Development Immersive
Oct 2021 - December 2021

Ted Rogers School of Management
Project Management for Sustainable Development
May 2015

Toronto Metropolitan University
Masters of Environmental Applied Science
Sept 2009 - May 2011

McMaster University
Bachelors of Biochemistry & Biomedical Science
Sept 2004 - May 2007

EXPERIENCE

TECHNICAL PRODUCT MANAGER
Point Blank Creative (Mar 2023 - June 2025)

- Owned end-to-end delivery of digital web products — from planning, roadmapping, to deployment — ensuring solutions were scalable, accessible, and aligned with client needs.
- Built 0-to-1 campaign products that helped voters find their candidates and polling locations during Ontario's election.
- Drove alignment across UX Design, Developers, and Strategy by translating stakeholder goals into actionable product plans grounded in technical feasibility and user value.
- Shaped early-stage product direction by advising on tooling, accessibility, and system architecture — ensuring scalable, inclusive solutions aligned with long-term user needs.
- Redefined the agency's web platform strategy by consolidating a fragmented tech stack into a unified system — improving delivery speed, maintainability, and cross-team efficiency.
- Designed and ran A/B tests on voter tools using GA4.

WEB DEVELOPER
Point Blank Creative (Jan 2022 - Promoted in Role)

- Served as the sole in-house developer, leading the development of responsive, accessible, and user-friendly front-end products that align with strategic campaign goals.
- Developed and maintained scalable interfaces using HTML, CSS, JavaScript, PHP, React, and Ruby on Rails.
- Integrated third-party platforms and tools (e.g., Google Analytics, Zapier, Action Network) and customized CMS platforms (WordPress, NationBuilder) to support seamless workflows, project-scalability and client-readiness.
- Created and maintained developer documentation to improve internal knowledge-sharing and onboarding.
- Advocated for accessibility best practices, ensuring all web experiences meet or exceed WCAG standards.
- Career change featured in: ***The Globe and Mail***

DIRECTOR OF GLOBAL IMPACT
Tourism Cares (Sept 2018 - Oct 2021)

- Lead the development of the Meaningful Travel Map, a global social enterprise platform connecting travellers to entrepreneurs and community-based businesses.
- Lead end-to end product lifecycle; research, vetting criteria, partner interviews, UX feedback, and launch.
- Speaker: NY Time Travel Show 2020, TravelCon Boston.
- DEI leadership featured in: ***The Washington Post***

DIRECTOR OF DEVELOPMENT
G Adventures | Planeterra (July 2012 - Sept 2018)

- Supported entrepreneurs and non-profits in building sustainable businesses through training, branding, pricing, and global market access across all 7 continents.
- Worked cross-functionally with Software team to develop mobile fundraising app for consumer audience.
- Oversaw $1.5M budget and planning process, increased donor revenue by 19% in one calendar year.
- Managed and mentored a globally-dispersed team of 4.