

SKILLS

Tools: Jira, Confluence, Azure DevOps, Looker, Metabase, Git, UserTesting, JMP, Figma, Adobe Xd, InVision

Product: Quantitative research, Generative research, Data analytics, Product strategy, Product design, Accessibility design

Development: SQL, HTML, CSS/SCSS, JavaScript, C++, Ruby (Rails), React.js

EXPERIENCES

Product Manager Intern | PartnerStack (YC '15)

Sep 2022 - Dec 2022

Planned, executed, and launched a 0-to-1 feature enabling businesses to autonomously reconcile invoice payments, reducing monthly recurring operational and coordination expenses by **\$15K**.

Refined product requirements and led the go-to-market strategy for a project optimizing the platform fraud detection model, increasing detection accuracy by **20%** and decreasing fraud activity across the ecosystem by **40%**.

Conducted a user funnel analysis, analyzing over **2K+** data points to measure user adoption for a newly released notifications feature; leveraged insights to identify feature improvements to increase adoption.

UX Researcher Intern | Questrade

Jan 2022 - Apr 2022

Facilitated generative user interviews with **10+ participants** to establish product requirements, vision, and a north star for a new line of business, defining its multi-year vision.

Spearheaded a market analysis study to set positioning guidelines for a new investing service targeting **500K+ users**; utilizing insights to reprioritize initiatives for the H2 2022 roadmap.

Executed a multi-way ANOVA usability test for a market data insight tool, increasing adoption by **30%**.

COMMUNITY

Product Manager | UW Blueprint

Aug 2022 - Jan 2023

Orchestrated the launch of a photography camp registration platform, reducing camp registration management efforts by **20%** for Focus on Nature.

Led agile sprint meetings, roadmap refinement, testing and stakeholder meetings to streamline end-to-end development and align expectations for a team of 10 engineers and 3 designers, preventing project delivery delays.

Lead Product Designer | UW Blueprint

Apr 2021 - Aug 2022

Scoped and designed an accessible parking permit renewal service and management platform for older adults with impaired physical mobility, improving average permit processing time by **30%** for the Richmond Centre for Disability.

Assessed design feasibility and regulated scope creep with engineers, reducing project development time by **20%**.

PROJECT

UW PM x Wealthsimple ProdCon | 3rd Place (out of 30)

Nov 2021

Pitched a solution to increase WS Cash's adoption and engagement with young professionals and local businesses.

EDUCATION

University of Waterloo | Systems Design Engineering

Sep 2019 - Apr 2024

3.8 GPA (87%): Dean's Honour List in 2B (Top 10%) and 3A (Top 7%)

Relevant Coursework: Cognitive Ergonomics, Analytics and User Experience (Quantitative UX), Human Factors in Design, Interaction Design, Organizational Behaviour, Data Structures and Algorithms (C++)