

**COREY OUELLETTE**

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## **PROFESSIONAL PROFILE**

Experienced Senior Product Manager with a track record of successfully launching products and driving business growth. Adept at applying best practices in user research to inform UX/UI strategy, leading cross-functional teams, and reducing operational expenses. Skilled in technical evaluation and validation of data/AI projects, product management, and customer research. Proven ability to build fully functional visualizations, analytics, and dashboards. Strong leadership skills, including managing teams and facilitating design thinking workshops.

## **EXPERIENCE**

### **THOMSON REUTERS**

#### **Senior Product Manager, Toronto, ON (Sept 2021 – Present)**

- Effectively spearheaded the integration of SALL's open-source legal ontology into Thomson Reuters' flagship solutions, Legal Tracker and HighQ
- Orchestrated cross-functional teams to develop and implement cutting-edge accounts payable integrations using ERPs such as Oracle Cloud and SAP S4/HANA, resulting in a remarkable 5X reduction in implementation time and a 10X decrease in operational expenses
- Pioneered product design by incorporating customer feedback to establish a comprehensive roadmap for our Legal Matters experience
- Utilized industry-leading user research methodologies to inform the UX/UI strategy for the successful launch of Legal Tracker Advanced

#### **Lead, Toronto Lab Customer Center, Toronto, ON (Mar 2021 – Aug 2021)**

- Conducted customer evaluation and validation of data/AI project opportunities, identifying customer pain points, and estimating priority and value for the customer
- Conducted customer interviews and workshops to understand the problem and its importance to the customer, converting those activities into actionable project opportunities

#### **Senior Data Experience Developer, Kitchener, ON (Dec 2018 – Mar 2021)**

- Hands-on experience working with numerous Thomson Reuters APIs such as Contract Express, Regulatory Intelligence, Onvio, and integrating them into multiple Labs POCs
- Built fully functional visualizations, analytics, and dashboards binding existing Thomson Reuters data with data generated by AI algorithms from our Labs data science team, making AI simple, transparent, and consumable to end-users
- Provided broad data access to Labs Data Science team such as Legal Tracker, Onvio, and Elite 3E's entire customer data repository by working with General Counsel and adhering to data privacy laws across a variety of regions/jurisdictions
- Ran over 30 design thinking workshops, engaged with over 300+ customer across Legal Tracker, Westlaw, OneSource, Onvio, Regulatory Intelligence, Elite 3E, and Reuters News
- Technical evaluation and validation of project opportunities for data/AI candidacy within the strategic growth areas of Thomson Reuters
- Product evaluation and validation of data/AI project opportunities for business value and path to market
- Led and managed a team of designers/data visualization specialists
- Received a far exceeded performance rating every year in this role

### **Customer Research Lead – Reuters News (Secondment), Kitchener, ON (July 2020 – Dec 2020)**

- Led all customer research for the Legal News growth accelerator consisting of over 120+ customer interactions, 5 design thinking workshops, 12 focus groups, and dozens of customer feedback sessions
- Conducted market validation research through both qualitative and quantitative methods
- Worked directly with product on defining Epics and feasibility/effort evaluation for roadmap planning

### **Data Experience Developer - Kitchener, ON, Dec 2016 - Dec 2018**

- Developed intuitive applications and prototypes using D3, Node, Angular, Neo4J, Python, Elasticsearch, Wordpress, Vue, and custom-built frameworks, ensuring functional and useful solutions for customers
- Conceptualized innovative ideas that connected end-users' needs with data science solutions
- Worked closely with data scientists and designers to evaluate projects, design APIs, and code interfaces
- Organized and facilitated Design Thinking Workshops to create actionable next steps

## **CONESTOGA COLLEGE**

### **Part-time Marketing Instructor - Kitchener, ON, Aug 2014 - Dec 2018**

- Taught students how to code websites using HTML5, CSS3, and WordPress, focusing on the fundamentals of User Experience and User Interface design
- Developed the entire curriculum for the Online Marketing course in Conestoga College's marketing program
- Demonstrated successful online marketing strategies, including organic and paid options of SEO

## **PMG INTELLIGENCE**

### **Manager Digital Services - Waterloo, ON, Nov 2011 - Dec 2016**

- Designed and executed the product launch of the company's online division, qbord.com
- Managed the content, look, and optimization of company websites and oversaw the design and implementation of the web user interface for client research applications
- Conducted contextual research for company and client-based applications, and developed and implemented all online marketing initiatives

## **TECHNICAL SKILLS**

**Web:** D3, HTML5, CSS3, Responsive Web Coding, Node, JavaScript, Python

**Software/Services:** Sublime, Adobe Creative Suite, Figma, Office 365, Docker, AWS

## **PASSION PROJECT**

### **Modern UI for Retro Gaming - <https://github.com/couellette/vertical-modern>**

- Built a modern leanback UI for the Raspberry Pi RetroPie community using XML and Python to wrangle open-source APIs, which scrape box art, screenshots, and gameplay to append to the interface

## **EDUCATION**

### **Conestoga College - Kitchener, ON, 2006 - 2009**

Business Administration - Marketing