

Education

University of Waterloo

Sep 2021 - Apr 2026

Honours Bachelor of Applied Science, Systems Design Engineering

- Relevant Coursework: Human Factors in Design, Human Resources Management, Data Structures & Algorithms, Systems Models
- Cumulative GPA: 3.8/4 (88%) - Dean's Honours List

Experience

Shoplogix

Jan 2025 - Present

Product Manager

- Leading end-to-end development for Modules product, driving strategic initiatives through user data analysis and client discovery.

Texada Software

Jan 2024 - Apr 2024

Technical Program Manager

- Owned a client-requested quoting application, leading a strike team from ideation to launch in 3 months, resulting in a **95% user satisfaction** rating post-launch.
- Orchestrated enterprise suite launch by aligning marketing, sales, and customer success initiatives, achieving **90% adoption rate** among beta customers
- Identified and co-ordinated an automated API solution for customer marketing filtering, **reducing time required by 75%** and **increasing marketing ROI by 17%**.
- Spearheaded comprehensive website analytics initiative, implementing data-driven UI/UX improvements **boosting user engagement across product modules by 12%**.

Innovapost

May 2023 - Aug 2023

Product Manager

- Led two cross-functional agile teams for Canada Post's mobile app **improving team velocity by 9%** through streamlined backlog refinement and scrum ceremonies.
- Conducted **competitive analysis** and industry research to identify market trends and build out product roadmap for following two quarters.
- Utilised **user interviews** and analytics to prioritise high-impact features, resulting in an **8% increase in daily active users** and a **6% decrease in churn**.

Nova

Sep 2022 - Dec 2022

Product Manager

- Helmed and identified front-end improvements to solve user pain points identified through 10+ UX interviews, **increasing customer retention by 8%**.
- Proposed, designed, and prototyped a **3 year roadmap** for a web-based video commercial creator with user flows, mockups, and wireframes made in **Figma**.
- Conducted user research through **A/B testing** and data-driven insights to prioritise feature development, resulting in a **15% increase in user engagement**.

de Souza Institute

Jan 2022 - Apr 2022

DevOps Engineer

- Developed and launched a React-based virtual library collecting medical articles from across the internet, optimising performance for **18,000+** medical professionals.

Tools

Product

JIRA, Aha, Posthog, Postman, Miro, Lucid, Mailchimp, SurveyMonkey, Visio, Confluence, PowerBI

Development

React, MySQL, HTML, CSS, Javascript, MongoDB, Express.js, Python, C/C++, Java

Design

Figma, Adobe Photoshop, After Effects, Premiere Pro, Xd, InVision, Framer