

# SERENA PANG

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## EDUCATION

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**University of Waterloo**, BAsC, Management Engineering, *Computing Option* **Sept 2020 – Apr 2025**  
• **Courses:** Human-Computer Interaction, Optimization, Data Structures & Algorithms, Machine Learning

## EXPERIENCE

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**Product Manager**, *Bespoke Metrics* **Jan 2024 – Present**

- Implemented V3.3 bidding tool for 10.1K+ users through sprint planning, A/B testing, and facilitating cross-functional collaboration across engineering, design, and client teams
- Prioritized & refined B2B client requests with technical specifications for a team of 5 developers in agile
- Established internal KPI monitoring (Jira) & resolved product review tickets in less than 3 days on average
- Defined a framework and component library for high-fidelity wireframes for a prequalification feature

**Innovation Product Consultant**, *TD Innovation* ↗ (Details covered by NDA) **May 2023 – Aug 2023**

- Led Proof of Concepts in MVP for Virtual Reality and Generative AI projects through implementing critical strategic roadmaps including identifying use cases, vendor selection, build, success measures, and scaling
- Consolidated a RAID Log, Jira board, and Confluence page to monitor the development of the Enterprise Innovation microsite and outlined feature epics, spikes, and tasks on Generative AI project timelines

**DevOps**, *Loblaw Companies Limited* ↗ **Sept 2022 – Dec 2022**

- Automated environment migration and quality assurance of complete Power Apps using GitLab CI/CD Pipelines on a Debian docker with Power Apps CLI for a time improvement of 89.1%
- Integrated supply chain systems with Robotic Process Automation (RPA) through identifying use cases, process mapping, design thinking, & supporting the agile framework using scrum methodology

**Data Analyst**, *Toyota Motor Manufacturing* ↗ **Jan 2022 – Apr 2022**

- Developed Yard Map Visualization System through root cause analysis to provide live location tracking using PostgreSQL, Oracle Hyperion, and IBM Db2 for time savings of \$35,900/year
- Redesigned data flow for Microsoft Power Platforms by optimizing & modelling process improvements

**Product Analyst**, *Toyota Motor Manufacturing* ↗ **May 2021 – Aug 2021**

- Launched an automated Excel Macro and PowerBI tool with engineering to monitor daily build conditions using customized progressive unload for Suspension subassembly for a projected cost savings of \$34,300
- Executed the WBS for an expedite tracking platform to assembly to reduce lost parts shipments by 88%

## LEADERSHIP

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**Master of Ceremonies & Advisor**, *Hack the North* ↗ **Feb 2022 – Present**

- Organized Canada's largest in-person hackathon (8,000+ applicants, 1,500+ participants, & 220 projects)
- Pitched & secured \$510,000 through pricing strategy to budget & deliver inclusive STEM programming
- Engaged engineering teams to launch a sponsor portal to execute perks for 82 companies

## PROJECTS

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- **Little Gems** ↗ A Treehacks (Stanford-affiliated) iOS and Android compatible app developed with React JS, Convex API, and OpenStreetMap that connects tourists to locals for authentic culinary experiences
- **Fridgespace** ↗ MLH UI/UX feature from TOHacks built using Courier & React-Native that identifies dietary restrictions through scanning photos of ingredients lists using Google Cloud APIs

## SKILLS

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- **Product:** Jira, Confluence, Agile, Scrum, Waterfall, Kanban, User Stories, Handoff, ClickUp, Trello
- **Design:** Figma, Adobe CC, Product Strategy, Figma, User Research, Wireframing, A/B Testing, User Flows
- **Data & Tools:** Git (Github, GitLab), MySQL, PostgreSQL, CI/CD, Azure DevOps, MS Power Platform, UiPath
- **Languages:** Java, Python, SQL, HTML, CSS, R Markdown, VBA

**Interests:** Pottery & Ceramics, Vintage Clothing Collector, Barista, Virtual/Augmented Reality Applications