Jasmine Yadeta

Product Owner & Product Manager

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RELEVANT EXPERIENCE

eCommerce Operations & Product Specialist

BroadbandTV (BBTV) • Vancouver, BC • 2020 – Present

▷ Led as Product Owner in ideation, strategy, approval, defining KPIs/OKRs, research, development, testing, policy and ongoing maintenance of 5 new eCommerce initiatives including a custom build, an eComm App and Shopify sites

▷ Developed a rebrand of primary website, merchandising product strategy utilizing UI/UX principles that produced a 60% improvement in overall sessions and increase in AOV by 20% through expanding customer interaction abilities

▷ Identified product gaps in internal Google Analytics and Google Merchant Center and led the technical implementation and optimization of these platforms resulting in a 12% decrease in bounce rate and sustained conversion rate increase of 1.4%

eCommerce & Merchandising Operations Coordinator

BroadbandTV (BBTV) • Vancouver, BC • 2019 – 2020

▷ Managed 7+ Shopify and custom eCommerce platforms including daily sales and monthly KPI reporting (AOV, traffic, 3PL costs analysis and 3rd party vendor costs analysis, shipping analysis, marketing campaign ROI etc.)

▷ Managed Customer Service representatives, and aided in escalation of customer issues that resulted in policy change and product improvements

▷ Responsible for testing, evaluating, and maintaining cross-browser compatibility and mobile responsiveness UX for all eCommerce products ensuring accessible, low friction experiences to encourage conversion and RCR

Test Centre Operations Administrator

Paragon Testing Enterprises • Vancouver, BC • 2018 – 2019

▷ Provided technical support to over 100 global active partners including: network issues, OS configuration and feature rollout with a first touch resolution of 97%

▷ Developed and launched new technical documentation to aid partners in issue resolution that resulted in a reduction of quick resolve calls of 33% within a month

▷ Created and implemented an inventory management system with Microsoft Access, Excel and Tableau to improve efficiency and analysis of over 100 international and domestic test centres, increasing output by 13,000 items annually

Software Developer

Centre for Autism, Research, Technology & Education • Victoria, BC • 2015 – 2017

▷ Engineered Let's Face It! (LFI) Scrapbook, a gamified educational iPad (iOS) application for training facial expression and identity recognition

▷ Managed inception through launch and iteration of the full development cycle of the app including UI/UX, development, feature rollout, back log etc.

▷ Organized and led beta testing (47 participants) and feedback implementation and maintained technical support email and Apple updates post release

▷ Awards and Recognition received: Cover story of the TORCH Alumni Magazine (Spring 2016), REACH Award - Excellence in Knowledge Mobilization (2017), Craigdarroch Research Award in Knowledge and Mobilization (2017)

TECHNICAL SKILLS

UI/UX + Design
Adobe XD, Sketch, Figma, InVision, Balsamiq, Adobe Illustrator, Adobe Photoshop (familiar)

Analytics + Operations
Jira, Confluence, Asana, Tableau, Excel & Google Sheets, R, Google Analytics, Google Merchant Center, Google Ads

Web + App Development
HTML, CSS, Javascript, Github, Bitbucket, Swift, Objective-C, Python, Java, SQL, MySQL (familiar), Liquid (familiar)

EDUCATION

University of California - Berkeley
Completed August 2021
Product Management Certification

University of Victoria
Completed August 2018
Bachelor of Science in Computer Science and Psychology, Minor in Business

CURRENT PROJECTS

The Nudie Collective
Co-founded an eCommerce brand focused on empowering women while promoting and educating on racial and body diversity. I led web development, eCommerce, and product strategy from ideation to go-to-market, and B2B business development. Secured over $74K in B2B agreements prior to launch.

INTERESTS

Running, hiking, kayaking, board games, and baking for all occasions