MACKENZIE CAMERON

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PROFILE

- ❖ Product Manager with over 4 years of experience in the tech industry
- ❖ Well versed in training, mentoring, and growing product teams
- ❖ Experienced with Jira, Miro, Productboard, Notion, Zendesk, Tableau and Figma, as well as Agile/Scrum methodologies, and I am a certified SCRUM master
- ❖ Well-versed in SQL, HTML, CSS, Javascript, Node.JS, React.JS, NextJs, Git

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EXPERIENCE

SENIOR PRODUCT MANAGER, Newton Crypto, Canada, Remote   2019-06 — Present

Product lead for the coin launch, defi wallet, and anti-fraud feature team at Newton, overseeing a cross functional team of developers, designers and marketers

Utilize Agile/Scrum methodology to organize Sprints in Jira, groom and prioritize product backlogs, ensure user stories are rich with detail, and acceptance criteria for tickets is crystal clear

Grew our product team from 2 to 7 members, and provided coaching, training and mentorship to new product owners

Connect with users to incorporate user feedback, through A/B testing, user interviews, heat maps, Google analytics, and our internal data platform

Craft SQL queries to take a data-driven approach to assess product launches

Leverage integrations with liquidity providers, custodians and hot wallet providers to grow our token list from 6 to over 72 coins

Proficient in using Figma and Miro for wireframing and UX UI mockups as I lead front-end engineering and design teams to deliver a seamless user experience

Conduct Defi protocol research to aid in integrations, source out new opportunities, as well as vet all new features for compliance and regulatory risk

Conduct testing of all new protocols in tandem with developers to explore funding and withdrawals nuances, integrate staking in the defi wallet, and other features unique to each respective ecosystem

JUNIOR PRODUCT MANAGER, Medella Health, Kitchener, Remote   2018-01 — 2019-05

Worked with a cross functional team geared around creating automated testing devices, and IoT applications to revolutionize the medical diagnostics landscape

Utilize Agile/Scrum methodology to organize Sprints in Jira, groom and prioritize product backlogs, and ensure deadlines are met

Crafted the UI and planned application flows for a WebUSB application created with Vue.js for a heart rate tracking mouse

Delivered on an internal data platform designed to automate patent searching and lead generation, using Jsoup, Puppeteer, and regex, through several online databases

Fostered career growth and learning opportunities in the junior developers who worked on my team, and taught AGILE development techniques

JUNIOR SOFTWARE ENGINEER, Karma, Stockholm, Sweden, 2016-06 — 2018-01

Worked as a junior front-end developer on Karma web and mobile apps using ReactJS, Nextjs, React Native, NodeJs, html and css

Rebuilt old admin panel with sales analytics using React, Redux, and NodeJs

Curated component libraries and designed "dark" mode revamp of both the PWA and mobile app

Pair programmed with 2 other engineers to create vibrant UIs and performed unit tests in Jest to ensure bugs were caught

Created and maintained non-technical product release descriptions so non-developers on the team could stay up to date with developments

MARKETING COORDINATOR, Investors Group, Calgary, Canada, 2013-02 — 2016-05

Co-facilitated efforts that brought in new funds in excess of $7.5 million to IG

Created a social media presence and managed website

Leveraged powerful referral networks with accounting and legal teams to increase consultant client base by approximately 30 new clients per year ($5-7 million in billings)

Employed direct marketing and event-based marketing to generate just over 60% more warm leads.

EDUCATION   **BACHELOR OF COMMERCE**: University of Victoria (Victoria, Canada), 2012-2016

-Recipient of the Alexander Rutherford Scholarship for academic achievement

-Recipient of the University of Victoria Entrance Scholarship

BACHELOR OF SCIENCE: Aalto University (Helsinki, Finland), 2015-2016

PROJECTS   **WEB3 CRYPTO WALLET**

Developed a wallet for Solana assets and Solana NFTs, using NextJs, solanaWeb3.js, Chakra and scss. The wallet currently allows for send/receive, wallet creation and import functionality, with more features and protocols on the way