

Mathew Steenwinkel

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Profile

Product Manager with experience in delivering digital solutions from MVP to product lifecycle, including web application development, database migration and team management. Skilled in agile and waterfall methodologies, UX and full-stack development. With a proven track record in delivering products that exceed expectations.

Product Skills

Business Process Mapping (BPMN, ERDs) • Requirements Gathering & Documentation • Agile/Scrum Methodology • Backlog Grooming & Sprint Planning • User Story Writing & Acceptance Criteria • Cross-functional Stakeholder Communication • Project Scope Definition & Prioritization • E-commerce systems knowledge


Technical Skills

Javascript • Typescript • React • HTML • CSS • Sass • NodeJS • GSAP • Git • Github • Express • Ajax • Rails • SQL • Storybook • Cypress • Jest • Mocha • Chai • UI Design • UX design • Notion • Elementor • Vue


Experience

Athlete Tech Group, Product Manager (Contract)  Feb 2024 – Mar 2024 | Toronto

- Led the product development of a streamlined MVP to convert an existing mobile app into a responsive web app, moving existing users over and boosting conversions by 10%.
- Oversaw Agile sprint planning, backlog grooming, and delivery with cross-functional dev teams, contractors and third-party developers to develop an MVP within two months.
- Led end-to-end database migration from legacy app to web application, improving system scalability and performance. Ensuring no data was lost and reducing budget costs by 28%.

Carmella Marketing, UX & Development Consultant  May 2024 – Sep 2024 | Canmore

- Introduced structured wireframe review processes using AI tools and low-fi prototypes, reducing revision cycles and reducing the delivery timeline to clients by 50%, boosting company sales by 18%.
- Led the design and development of multiple clients' websites while implementing sales funnels to boost sales by 34%.
- Reduced development cycles from several weeks to a standardized two-week turnaround by applying product management techniques, resulting in a 100% on-time delivery rate.

Carter-Ryan Gallery, Product Owner (Retail Operations)  Aug 2021 – May 2022 | Canmore

- Created a limited-edition product line to capture new clientele, resulting in \$100K revenue in 4 months.
- Collaborated cross-functionally to forecast demand and align product availability with customer trends.
- Streamlined backend systems and customer flow, achieving a 90% profit margin across the new product line.

Arc'teryx Banff, Product Guide Feb 2025 – present | Banff

- Played a key role in the successful launch of the first Arc'teryx mountain store in North America, supporting inventory setup, merchandising, and product flow during a high-impact store opening.

- Contributed to over \$1M in sales within the first six weeks by aligning customer needs with product availability and providing actionable feedback on in-store inventory trends.
- Drove customer engagement and conversion by championing the gear library program, providing insights into product usage and demand patterns to support localized allocation decisions.

Entrepreneurship

Abseil clothing, *Founder/CEO*

Jan 2019 – May 2023 | Canada

- Managed end-to-end operations, including design, sourcing, production, marketing, sales, and distribution.
- Developed and launched multiple product lines, including technical shirts, sweaters, and hats tailored to the climbing community.
- Introduced vertical product lines, expanding from initial offerings into a broader range of apparel to strengthen brand identity and increase customer loyalty.

Sinomii, *Founder/CEO* [🔗](#)

2024 – 2025 | Canada

- Founded and operated Sinomii.com [🔗](#), a web development company dedicated to helping small businesses establish and grow their online presence, resulting in multiple small businesses growing 2x in sales.
- Designed, developed, and launched custom websites for small business clients, handling full-stack development, UI/UX, and deployment.
- Implemented SEO best practices, analytics tracking, and content management solutions.

MacEwan University Climbing Club, *Founder/ President*

Jan 2018 – Jan 2019 | Edmonton

- Established and grew a university climbing club to 40+ active members.
- Organized weekly climbing meetups and quarterly info sessions to foster a strong climbing community.
- Managed club operations, member engagement, and event planning.

Tech Projects

Petal Profits, | *Postgress, Express, React, and Node* [🔗](#)

Apr 2023 – Apr 2023

Petal Profits is a personal finance and budgeting application. This app uses the analogy of growing a garden to help users better understand their finances and increase their financial literacy.

Scheduler, | *React, Storyboard, Cypress, Axios and Jest* [🔗](#)

Mar 2023 – Mar 2023

Application created using React.js that shows all appointments, organized by day, and allows the creation, update and deletion of any appointments based on the request the client makes to the scheduler API. Any updates will be automatically updated and rerendered on every client, using Websocket.

Education & Certifications

Business Management, *MacEwan University* [🔗](#)

2020 | Edmonton, Canada

Developed a strong foundation in operations, project management, and strategic planning, with an emphasis on the triple bottom line methodology: people, planet, and profit.

Web Development Diploma, *LightHouse Labs* [🔗](#)

May 2023 | Canmore, Canada

Completed an intensive, full-stack web development program focused on modern coding languages, agile workflows, and best practices in technical problem-solving and project execution.

PSPO - Professional Scrum Product Owner Level 1

Advanced Excel - Excel Functions & Formulas