



CONTACT

 n6butt@uwaterloo.ca (647) 786-4498 /in/NayabButt nb03.github.io nb03

SKILLS

Social Media Marketing

Web Design &
Development

Lean Six Sigma Green Belt

TOOLS

Figma

Tableau

VBA & SQL

Java & JavaScript

HTML & CSS

PROJECTS

ResumateNike Inventory AnalysisPersonal Dashboard

COURSES

Human Computer
Interaction – UWIntro to UX Design –
SpringboardCommunity MBA – CMX
Academy

INTERESTS

Powerlifting, Reading,
Social Justice Issues

WORK EXPERIENCE

TECHNICAL PRODUCT MANAGER

Cress Health – Providence, Rhode Island / Remote

Jun – Aug 2020

- Constructed onboarding workflow with strategies to ensure sign-up acquisition and user retention

PRODUCT MANAGER

Bevy – Palo Alto, California / Remote

May – Aug 2020

- Led feature prioritization and usability testing to design and launch virtual conferencing platform
- Accomplished 42% of suggestions completed/in progress within 1 month by implementing an ideation process in Trello to streamline customer feedback
- Optimized customer renewal strategy by coding a centralized, API based dashboard to report key metrics (events hosted MoM) in real time

PRODUCT MANAGER

CIBC – Toronto, Ontario

Sept – Dec 2019

- Achieved \$2.02MM in projected fraud loss savings by collecting key metrics and identifying risk impacts to construct enhanced criteria per user stories
- Streamlined Youth client experience by identifying pain points, conducting competitor analysis, and proposing removal of informal trust accounts to Product executives
- Accomplished \$2.90MM in annualized savings by representing Product on cross-functional team to provide clear product feasibility and deliver low cost solution with minimum client impact

GLOBAL CONTINUOUS IMPROVEMENT SPECIALIST

TJX Canada – Mississauga, Ontario

Jan – Apr 2019

- Drove a \$250K Six Sigma Green Belt project by analyzing supply chain structure and proposing reusability of resources in a closed loop process
- Accomplished time savings of 95% by interviewing users and automating non-value added tasks

PROCESS ENGINEER

Mancor Industries – Oakville, Ontario

May – Aug 2018

- Implemented 1-pc flow to increase plant revenue/sq. ft by 45% and reduce required sq. ft by 30%

EXTRA-CURRICULARS

VP SPONSORSHIP & EVENTS

UW Blueprint – University of Waterloo

Jan – Apr 2020

- Promoted the intersection of technology and social good by planning and executing events such as a Women in Tech panel, Interview Prep Workshop, and End of Term Project Showcase

WOMEN'S RIGHTS ADVOCATE

GUP SHUP – The Women Empowerment Series, @gupshupvids

Jan – Dec 2019

- Produced IGTV videos concerning current, trending issues women encounter in their daily lives, aiming to initiate conversation, and construct a network of inspiring women

VP EXECUTION

UW PM – University of Waterloo

Sept 2018 – Aug 2019

- Coordinated case competitions, Q&A panels, podcasts, & resume critiques in order to equip UW students with product management resources; team's point of contact amidst complications