

Samuel Chen

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WORK EXPERIENCE

[DocTalk](#) ▯ **Product Manager**

May 2023 – Present (Toronto, ON)

- Defined success metrics for the launch of PGYpal, delivering valuable insights into product usage and driving data-informed decision-making and future enhancements.
- Leading the building of the admin page feature, enhancing permissions and access management, to reduce access-related issues.

[AltaML](#) ▯ **Product Associate**

Jan 2023 – April 2023 (Toronto, ON)

- Built a Large Language Model demo using Python3, Streamlit, and GPT Index to enable BDRs sales efforts.
- Leveraged SciPy Optimize to project cost savings, aiding in the construction of a compelling business case.
- Mocked up wireframes using Figma to clarify requirements during product development.
- Synthesized results from discovery interviews and previous findings to produce a summarized report for a client, highlighting use cases, resource requirements, the roadmap, and the re-engagement plan.

[EcoOnline](#) ▯ **Product Manager**

Sep 2022 – Dec 2022 (Toronto, ON)

- Owned the scoping and building of a new feature for 100k+ SME and enterprise users that gives a native mobile experience for a crucial documents module.
- Led the research for future product integrations to introduce the company to a \$150M SOM.
- Executed on go-to-market strategy and created demos, test cases, and product FAQs for a new feature.
- Discovered user insights using Mixpanel to aid in product discovery and firefighting.
- Developed frameworks and workshops to prioritize 900+ intake requests.

[KPMG Canada, Ignition Tax](#) ▯ **Product Manager**

May 2022 – Aug 2022 (Toronto, ON)

- Led the migration of a financial database to a cloud platform used by 250+ internal and client users.
- Saved employees 5 hours biweekly by automating key workflows using Alteryx via downloading financial data from an SFTP server, data manipulation, and database updates.
- Spearheaded a feedback collection process to convert pain points into prioritized features for the product.
- Built ad-hoc VBA macros to reduce 3+ hour processes such as fund distribution calculations to 5 minutes.

[iContribute](#) ▯ **Product Manager**

Dec 2021 – May 2022 (Ottawa, ON)

- Led a team of 6 to build a filter feature which solved a key pain point for over 750 active users (MAU).
- Collaborated on the implementation of real time metrics collection to give internal stakeholders visibility and the opportunity to build a business case for external funding.
- Built pitch decks to raise funding and piloted the app across 3 schools to over 2000+ students.

[Philip Morris International](#) ▯ **Customer Experience Analyst**

May 2021 – Dec 2021 (Toronto, ON)

- Formulated systems solutions to improve usability for ~1000 users, increasing estimated product leads by 900%
- Defined user requirements and led pain point analysis workshops to build user empathy for the IT teams.
- Designed 10+ consumer experience experiments to measure the effectiveness of current sales channels.
- Mapped consumer pain points on MS Visio, providing increased process visibility to 7 cross functional teams

EDUCATION

Toronto Metropolitan University (formerly Ryerson University)

Sep 2019 – April 2024

BCom, Business Management (CGPA: 4.12 / 4.33)

- Involvement: Co-op, Top 200 Student, Tedpack Mentor, Tri-Mentoring Mentor, Ted Rogers Co-op Mentor

SKILLS & INTERESTS

- **Skills & Certifications:** Project management frameworks ([CAPM](#)), Agile/Scrum Methodologies, Salesforce, Jira, [Azure Fundamentals](#), Trello, Notion, Figma, [Tableau](#), Power BI, Google Looker, Mixpanel, Visio, [Excel](#),
- **Development:** Git, HTML, CSS, JavaScript, React JS, C++ , SQL, MongoDB, CouchDB, [R](#), Python (NumPy, Pandas, SciPy), Streamlit, RedisInsight
- **Interests:** Behavioural & cognitive psychology, space exploration, violin, films, Web3 , philosophy, biohacking