Samuel Chen

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WORK EXPERIENCE

AltaML ⊞ Product Discovery Associate   Jan 2022 – Present (Toronto, ON)
- 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.
- Conducting user discovery interviews with stakeholders to find pain points and evaluate business ideas.
- Collaborating with technical teams to determine the feasibility of proposed ML use cases.

Alcumus ⊞ Product Manager   Sep 2022 – Dec 2022 (Toronto, ON)
- Owning 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.
- Execute 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.
- Contributed to the automation of a key workflow using Alteryx. This involves the download of financial data from an SFTP server, data manipulation, and updating the database which saves employees 5 hours biweekly.
- Spearheaded a feedback collection process to convert pain points into prioritized features for the product.
- Took the initiative to build ad-hoc VBA macros to reduce 3+ hour processes to 5 minutes.

iContribute ⊞ Product Manager   Dec 2021 – May 2022 (Ottawa, ON)
- Led a team of 6 to build a filter feature which solves 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.
- Developed product requirement documents and conducted user interviews to align 15+ team members to overarching business objectives and empathize with the users.
- 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 B2B users increasing estimated product leads by 900% for the following year.
- Defined user requirements and led pain point analysis workshops to build empathy for the core and IT teams.
- Designed 10+ consumer experience experiments to measure the effectiveness of current sales channels.
- Mapped consumer pain points on MS Visio flow to provide process visibility for 7 cross functional teams.

Open Learning Exchange ⊞ Software Engineer   May 2019 – Aug 2019 (Cambridge, MA)
- Implemented features using JavaScript, TypeScript, Sass, CouchDB, and Angular in an agile environment.
- Collaborated with the technical lead to plan and prioritize tickets to be done for weekly sprints.
- Developed testing environments using Docker and VirtualBox (Raspberry Pi to simulate Virtual Machines).
- Onboarded new software engineering interns by teaching them work processes and development environments

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, Trello, Notion, Figma, Tableau, Power BI, Google Looker, Mixpanel, Visio, Excel, Git, HTML, CSS, JavaScript, React JS, C++, Python, SQL, MongoDB, CouchDB, R
- **Interests:** Behavioural & cognitive psychology, space exploration, violin, films, web projects, philosophy