

SUVAENA LAVENTHIRAN

Management Engineering



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EXPERIENCE

Data Acquisition Engineer

Loblaw Companies Limited

Sep – Dec 2020

- Followed design thinking methodology to develop an automated script for data intake to help data collection efficiency and deliver reporting insights on usage, decreased process time by 28%
- Conducted vendor meetings and evaluated datasets to align with 2021 initiatives; helped optimize pricing, shelving tactics, image analytics and analyze customer demographics

Junior Data Analyst

CIBC Digital

Jan – Apr 2020

- Prepared 15+ front-end reporting Adobe Analytics project dashboards for online and app banking products to produce data-driven decisions to drive sales
- Utilized Confluence and JIRA to develop 30+ agile user stories defining analytics scope, requirements and KPIs
- Achieved 10% processing efficiency by cleaning up 100+ lines of JavaScript code to optimize digital marketing campaigns

IT Solutions Analyst

City of Toronto

May – Aug 2019

- Defined key project requirements and proposed new solutions selected for implementation across City of Toronto projects
- Utilized VBA scripting to portray trend data used by 10 water plants and 500+ employees across Toronto to ensure satisfaction

PROJECTS

Founder

LittleBigCreations

Nov 2020 – Present

Small business for handmade watercolour cards and custom projects

- Employed my eye for aesthetic designs and customer appeal to create multiple mediums of marketing content that story tell my vision and products
- Solely researched target niche, created an adaptable business plan and devised a pricing strategy for Etsy and Instagram

Director of Marketing

Industry 4.0 (University Club)

Sep 2018 – Present

Design team providing high school students with technical and real-life engineering case competitions to raise STEM awareness

- Ideated 3+ high-level problems and creative solutions
- Closed 5 sponsorship deals and recruited 15+ participating high schools through social media content creation

Director of Logistics, Product Manager

Grapevine Networking (NPO)

Jan 2020 – Aug 2020

Consulting organization assisting high school students with guided questions and networking events to focus their vision

- Prepared documentation for scope, system requirements and user journeys to architect high-level website design

EDUCATION

3A, Management Engineering

University of Waterloo (B.A.Sc)

Sep 2018 – Jun 2023

STRENGTHS

- Strong **analytical thinking and problem-solving** skills gained by handling fast-paced environments and innovatively working through new challenges
- Scoping and prototyping** acquired through establishing user requirements and designing viable solutions for stakeholders

SKILLS / TOOLS

Product Management:

JIRA Agile Confluence Waterfall

Product Development:

Innovation Prototyping Product Pitching
Design thinking methodology

Data Analytics:

SQL R Tableau Adobe DTM / Launch / Analytics

Front End:

HTML JavaScript CSS

Back End:

Java Python Go Ruby

UI/UX:

Figma InVision

SEO/Marketing:

Google Analytics / Campaign Manager / AdWords

ACHIEVEMENTS

Loblaw Ideation Challenge (4th)

Nov 2020

- Designed a product proposal and pitch for an AI empowered app to aid visually and auditorily impaired customers have an enhanced experience

RBC AmpHacks

Oct 2020

- Assembled a prototype, website and business plan for a central talent swapping hub utilizing front end programming and back end storage

CIBC FLEX Case Comp (2nd)

Mar 2020

- Established an implementation plan and framework for an ecommerce hub assisting microbusinesses while increasing CIBC cross-product sales

Microsoft ProdCon Design Comp (4th)

Nov 2019

- Improved Microsoft Teams user accessibility by launching a color palette prototype to aid colour-deficient vision