

TARA YUEN

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SKILLS

Product

Customer Empathy • Initiative
Roadmapping • Data Analysis
Release Management

Design

User-centered UI/UX • Research &
Interviewing • Human Factors

Development

JavaScript • HTML • CSS
C# • C++ • Python • SQL

PROJECTS

More @ tarayuen.com/design.html

Always Be Conducting

Designed and developed a product
that allows conductors to hear their
music without an orchestra present

GRT easyGO Redesign

Enhanced the UI/UX of a transit app
by conducting heuristic evaluations,
design walkthroughs & usability testing

EDUCATION

University of Waterloo

BASc. Systems Design Eng
Graduating 04/2020
UW/PM — Marketing Director

EXPERIENCE

Mobile Product Manager — Splunk

SAN JOSE, USA 05/2019 - 08/2019

- Launched Splunk's Natural Language Platform Beta to solve user pain points identified through product discovery research sessions with customers globally, in addition to managing and working with cross-functional teams
- Product owner for expanding collaboration within mobile suite of products and delivered a proof of concept from ideation to launch to be showcased at Splunk .CONF19 for 10k enterprise customers
- Conceived and drove the first-ever ConnExpo Hackathon for Splunk Mobile that resulted in new features and product initiatives, implemented over 50% of ideas over the following 2 months

Product Manager — Dynata

SAN FRANCISCO, USA 09/2018 - 12/2018

- Managed and supported implementation of a market research data reporting tool that led to gathering and revealing insights on over 50 million users to help over 3,500 businesses make data-driven decisions
- Analyzed user data to identify fraudulent activity and billing issues, implemented a solution that led to a 15% increase in revenue
- Collaborated with key stakeholders to redefine product strategy and design new features to best reach the product's target market and users

Product Manager — Vineti

SAN FRANCISCO, USA 01/2018 - 04/2018

- End-to-end participation in shipping 6 software applications to help pharma companies deliver cell and gene therapy cancer treatments to patients worldwide
- Increased user satisfaction and product adoption in over 60 hospitals by working with clients to identify issues and execute high priority features
- Supported platform migration and international expansion by conducting system design sessions, stakeholder interviews, and managing customer requirements

FinTech Software Engineer — Finastra

TORONTO, CANADA 09/2016 - 12/2016

- Improved security on banking software through the creation of ASP.NET Web APIs using multi-tier architecture
- Developed stored procedures through MySQL to instantiate data dashboards for the company that improved efficiency by 20%
- Designed client's UI/UX for pre-authorized payments using Figma and user-centered design principles to align customers with the product vision

Full Stack Web Developer — BroadConnect Telecom

TORONTO, CANADA 01/2016 - 04/2016

- Instantiated a real-time text messaging feature using Twilio's REST APIs and WebSockets to improve customer support response rate by 35%
- Led the design and implementation of company platform using Django to enable customer purchases and maximize the productivity of support agents

INTERESTS

