
SKILLS

Product: Competitive Analysis, Data Analysis & Visualization, KPI Identification, Prioritization, User Stories, Usability Testing
Tools/Languages: JIRA, Confluence, Aha, Visio, Trello, Figma, Dialogflow, Cerence Studio, Java, VBA, HTML/CSS, Python

EXPERIENCE

Product Manager @ Cerence (F.K.A. Nuance)

Montreal, QC | Sep - Dec 2019

- Led competitive analysis, market research, & product vision to maximize market share within ~\$238B industry
- Authored product sales pitch leveraging key product features attracting 3+ global customers from sales demo
- Shipped a product rebranding effort to 1000+ users by providing metrics for roadmapped phases and setting KPIs
- Consulted with cross-functional product and development teams on adoption and integration of 15+ consumer-facing features

Process Optimization Analyst @ Mattamy Homes

Toronto, ON | Jan - Apr 2019

- Led meetings with cross-functional teams and other stakeholders to assess, roadmap, iterate, and implement 10+ software solutions for internal process owners – streamlined fundamental business processes by 42% on average
- Reduced a data sorting process from 4 hours to 55 seconds with a recursive script – adopted enterprise-wide
- Created QRG documents to translate highly technical product features succinctly in business terms for enterprise use

Project Development Analyst @ UGE International

Toronto, ON | May - Aug 2018

- Translated stakeholder vision into product features and pitched a roadmapped solution for the project pricing process
 - Self-taught VBA and developed project cost estimation tool, streamlining project pricing with data visualization
 - Conducted market research and created a energy consumption data-analysis framework – identified 60+ ideal clients
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PROJECTS

Estimated Pricing Tool (EPT)

- Developed a cross-departmental pricing data visualization tool that leverages current and archived pricing data improving project cost estimation accuracy by over 35%, and reducing interdepartmental consultation by 55%
- Adopted by major departments at UGE, reducing the overall project development process time by 21%
- Designed UI/UX and created instructional QRG instructional documentation of the tool for reference by 30+ employees

Euphoria E-commerce business selling music festival apparel

- Conducted A/B testing for marketing ad sets to maximize user outreach, boosting sales to 190% during campaign period
- Led social media growth, created a bot in Python using Selenium WebDriver increasing Instagram engagement by 223%

Microsoft Product Management Case Comp. | Top 3

- Conducted competitive market research and surveyed 100+ university students to identify current product pain-points
- Designed and pitched dual-mode functionality for Surface, promoting device adoption amongst university students

Imperium Solar uwEnergyHacks 2019 | 1st Place

- Conceptual startup connecting businesses with investors to reduce up-front financial barrier of solar projects by 80%
 - Ranked 1st out of 47 teams for promoting corporate environmental responsibility within the private sector
 - Traversed solar policies and proposed new monetization strategy, encouraging client investment by 70% risk mitigation
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EDUCATION

University of Waterloo Bachelors of Applied Sciences - Management Engineering

- Relevant Courses: Data Structures and Algorithms, Database Systems, Information Systems Analysis and Design
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INTERESTS

- **Activities:** Barbering, E-commerce, Entrepreneurship, UWaterloo Varsity Ultimate Frisbee, Hockey, Volleyball