Victoria Mortensen

Product Manager & Engineer

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Drexel University Bachelor of Science in Software Engineering
PHILADELPHIA, PA
Cumulative GPA: 3.6

Skills

- Planning: Product Strategy and Roadmapping
- PM tooling: Jira, Linear, Segment
- Project: Agile Scrum and Kanban, +GSD!
- Modeling Experiments: Jupyter, Google Colab
- Analytics: Mixpanel, Google Analytics, Explo
- UX Tools: Figma, Storybook
- QA: Integration, End-to-End

- Languages: TypeScript, Python, C, Java
- Web: HTML/CSS/JS, Bootstrap, Tailwind
- Frameworks: React.js, Next.js, Ionic, Vue.js
- Databases: Most relational DBs and SQL
- Code Tools: GIT, NPM, AWS CLIs, etc.
- APIs: UberEats, Doordash, Grubhub, Plaid
- Infrastructure: Amazon Web Services

Experience

Technical Product Manager / Lula Convenience (b2b SaaS startup)
FEBRUARY 2021 - PRESENT | PHILADELPHIA, PA

- Execute user and market needs research for our delivery platform. Feature ideation across both internal tooling and customer-facing platforms (Web and Native App).

- Develop highly technical product specifications and user flows in Docs and Figma

- Collaborate closely with the engineering team in an agile, sprint-based environment to generate and manage tasks in Linear/Jira for sprint and roadmap planning. Take ownership of technical triage, QA testing, issue tracking and resolution, and backlog grooming.

- Involved in the complete 0-1 product development process of bringing the "Item Modifiers" feature to life.

- Led ideation and early experimentation on "Golden Datasets" initiative; communicated to stakeholders up and down the org on business outcomes.

- Led and mentored teams of graduate engineers, guiding them in designing and developing a checkout experience for 1st party platforms.

* *Engineering Contributions*

- Produce detailed schematics, database models, and schemas across Lula's entire platform, and provide starting points for new feature design.

- Spearheaded the initial MVP from initializing the React project, including initial codebase setup, customer-facing functionalities (toggles, filters, category selection), and integration forms, driving innovation and experimentation on the internal platform, to subsequently chime in on the development of inventory management features.

Associate Product Manager / LLABB
APRIL 2020 - SEPTEMBER 2020 | NEW YORK, NY

- Conducted user interviews to enhance understanding of factory processes.

- Created wireframes to bridge expectations with implementation, ensuring alignment.

- Continuously engaged with the Founder to ensure alignment on strategic direction.

- Developed and deployed a functional MVP (incl. all UI/UX elements) for advanced experimentation and feedback gathering.

Relevant Coursework

- Human-Centered Design Methods
- Human-Computer Interaction
- Social & Collaborative Computing
- Team Process & Product
- Design I, II

- Artificial Intelligence
- Software Specification and Design I, II
- Social Media Data Analysis
- Database Management Systems
- Software Architecture
- Open Source Software Eng