

Victoria **Lynne** Canning-Choi

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Experience

Program Manager

Microsoft, Intune for Education

Fall 2017 & Summer 2018

- Designed the Wi-Fi Profile Management feature, managed its development, and coordinated its release, leading to over 1300 feature users per week
- Analyzed customer data and created a systematic method to determine the settings and the Microsoft suggested default values for Express Configuration
- Performed user testing by engaging with customers, led periodic design review sessions, and completed secondary research to design and iterate on features that reach over 200,000 devices globally
- Operated cross functionally with data, engineering, research, and design teams to determine technical feasibility for features and allocate resources to prioritize the release of features

Product Manager

411 Local Search Corp

Winter 2017

- Designed the login pages for businesses in the Advertiser Center for the 411.ca site redesign and moderated its development and quality assurance
- Managed team priorities, features, improvements, and bug fixes to meet the timely release of site redesign and SEO improvements
- Chaired weekly executive marketing meetings, reviewing weekly and monthly ad analytics, conversion rates, and web traffic to develop strategies for future ad campaigns

Product Manager

Horizon

Summer 2016

- Developed automated analytical reporting for Motorola, by integrating Google Analytics, SQL databases, and Google Scripting
- Prioritized and managed security fixes needed to meet penetration testing compliancy deadlines

Front-End Designer

Ontario Institute for Cancer Research

Winter 2015

- Developed responsive web page templates in Drupal using PHP, HTML, CSS, Bootstrap, and Masonry for over 15 organizations
- Produced prioritized spec documents and database schemas from statement of work documents in English and in French

Activities & Interests

Activities: Class Alumni Representative, Yearbook Director, Hack the North Photographer

Interests: Photography, painting, hiking, podcasts, women's health

Skills

Product management: Jira, GitHub Projects, prioritization, spec documents

Design: Adobe Creative Cloud, Figma, Balsamiq, Invision, product workflows

User research: Survey, Card Sorting, Heuristic Evaluation, Stakeholder Walkthrough, Affinity Diagram

Development: HTML, CSS, SQL, MongoDB, Flutter, JavaScript

Education

BASc, Systems Design Engineering with Distinction

University of Waterloo

2019

Relevant courses: Interface Design (100%), Cognitive Ergonomics (95%), Cognitive Processes (84%), Conflict Resolution (88%), User Centred Design Methods (90%), Human Factors in Design (86%)

Projects

Talos

Capstone Project

2018-2019

- Designed and developed a budgeting app aimed to reduce overspending by applying behavioural change and cognitive psychology principles

Birth Control App

User Research Project

2017

- Used multiple user research methods to design a women's health specifically for birth control users

Natal Net

Break Inequality Hackathon

2016

- Designed and developed a SMS and web-based application for pre- and post-natal care for women in Bangladesh. Grand prize and API Challenge winner awarded by Google