VICTORIA CANNING-CHOI

CONTACT

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SKILLS

Product management: Jira, Product Board, Google Analytics, Miro, requirement writing, and prioritization

User Research: Surveys, Heuristic Evaluations, Stakeholder Walkthroughs, Affinity Diagramming

Design: Adobe Creative Cloud, Figma, Balsamiq, Invision, Procreate

Development: HTML, CSS, SQL, MongoDB, Squarespace

EDUCATION

BASc, Systems Design Engineering
University of Waterloo, Class of 2019

Relevant Courses: User Centred Design Methods, Interface Design, Cognitive Ergonomics, Human Factors in Design

LEADERSHIP

Lifetime Class Rep, Systems Design
University of Waterloo, Class of 2019

- Coordinate aulmni events and communications
- Volunteer for incoming students and Women in Engineering events

SELECT EXPERIENCES

Product Manager
NielsenIQ (formerly Nielsen) | 2019-present

- Led the planogram team of Shelf Architect, an assortment and space planning tool, allowing users to automatically create planograms in under 5s
- Define and prioritize product requirements to balance user needs and meet roadmap milestones to launch the app globally in 16 months
- Worked cross-functionally to lead UX and software development, pilot and UAT sessions with clients, and provide commercial and user training materials

Program Manager Intern
Intune for Education, Microsoft | 2017 & 2018

- Designed the Wi-Fi Profile Management feature, managed its development, leading to over 1,300 users of the feature in the first week
- Performed user testing by engaging with customers, and led periodic design review sessions, to iterate on features that reach over 200,000 devices globally

Product Manager Intern
Horizon | 2016

- Developed automated reporting, saving over 7 hours per month on reporting, by integrating Google Analytics and SQL databases, using Google Scripting

PROJECTS

Social Media Content Creator, 2020-present

- Identify and follow trends to leverage the algorithm to maximize engagement (2M+ likes) and build a community of over 25k followers

Natal Net | <br/eak> Inequality Hackathon, 2016

- Product management and design lead of the $1,000 prize winner, Natal Net, a SMS and web based app to connect pregnant women in rural areas to doctors

TALOS Budgeting App | Capstone Project, 2018-2019

- Designed a mobile budgeting app using location data, budget details, and pattern recognition to aid users to stay on track of their budgeting before the time of purchase to reduce shopper regret