

SHERLAINE LAU

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INNOVATIVE PRODUCT MANAGER adept in driving company growth with experience shipping four ride-hail mobile apps and a dashboard with over 30K downloads & 55K booked trips in under a year. Known as the “Team Glue” to help motivate people by clearly articulating the big picture and why it matters to the customers and the company.



EXPERIENCE

Kater Technologies | Product Manager

DECEMBER 2018 – CURRENT

- The go to person for shipping over 60+ ride-hail features in one year while complying with changing public transportation policies. All this, while taking on the world’s biggest tech giants – Uber & Lyft.
- Ran the show for product feedback, monitoring competitor performance, analyzing gaps and directing the product team to fill those gaps which successfully led to the launch of B.C.’s first ever ride-hail experience.
- Championed navigation and mapping SDK obstacles by being the lead to track & find issues with users and report them to Mapbox - an open source mapping platform for custom designed maps.
 - Working directly with the CTO, carried out the implementation of our own software to fix ongoing point of interest (POI) issues from Mapbox.
- Lead the administration of detail designs and documentation to the development team – Android, iOS, Operation Centre, and backend for implementation which boosted efficiency for quality assurance to ensure all new functionalities were developed correctly.

Centre for Digital Media | Product Project Manager

SEPTEMBER 2017 – DECEMBER 2018

- Co-founded Chkout, a platform allowing retailers to create immersive VR experiences and better showcase their product both – online and in-store.
 - Upon owning the product retrospectives and user testing, our successful prototype resulted in our team being the 20% of applicants into Y Combinator’s startup school with an advisor and landed a spot at the Vancouver Economic Commission’s Capital Mentorship Program.
- Spearheaded the design of an application called “Mesh” a networking app which allowed 3000+ Sustainable Brands conference attendees to quickly swap contact information using QR codes.
 - These connections were then visualized, live on a website on televisions around the conference.

Chartered Professional Accountants of Canada – Marketing, Communications & Public Affairs | Consultant Project Manager

JUNE 2017 – JANUARY 2018

- Executed the day-to-day operations of the team by ensuring brand & design consistency, content creation, copy editing in addition to suggesting project improvements for one of the largest national accounting organizations in the world.



SKILLS

- Mobile Software App Development specializing in Event Driven Development
- Problem solving for mapping, location base & Navigation SDKS for mobile
- JIRA, Confluence, project managing tools
- Market Analysis and User Testing Research
- Leading Product Design Processes using Sketch, InVision, Abstract, Overflow & more



EDUCATION

University of British Columbia | Master of Digital Media

SEPTEMBER 2017 – AUGUST 2018

Simon Fraser University | Bachelor of Arts

SEPTEMBER 2008 – JUNE 2012