

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

Monark Group | Product Manager

MARCH 2020 – CURRENT

- Owning the patient telehealth experience and tactical development of the Birthcontrol.com platform across web and mobile apps. Duties include managing the product development process with a team of engineers and designers to ship high-quality experiences to patients, clinicians and pharmacists.
- Simultaneously, has been product managing in-store marketing of Canoutlet.com an e-commerce site that has resulted in a 39%+ online store conversion rate and 29%+ of sales in under four weeks since she started working on the project.

Kater Technologies | Product Manager

DECEMBER 2018 – APRIL 2020

- 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. Fixed those issues by carrying out custom-built software to fix ongoing point of interest (POI) issues.
- Lead the administration of detail designs and documentation to the development team – Android, iOS, Operation Centre (admin dashboard), 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

- Piloted the product strategy, lead the user testing and co-founded [Chkout](#), a platform allowing retailers to create immersive VR experiences and better showcase their product both – online and in-store. The 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 daily operations of the team by ensuring brand & design consistency, content creation, and 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