

# Sitara Visram

## Product Manager



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sitaravisram.com

## SUMMARY

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Utilized my requirement gathering and feature prioritization skills to spearhead end-to-end product launches in the finance, mobile, telecom and automotive industries. I strive to create products that are useful, usable and desirable by users.

- **Tools:** JIRA, Confluence, Figma, GitHub, Adobe Analytics, Moqups, Mixpanel, Microsoft Suite and Trello
- **Development:** Python, C#, C++ and JavaScript
- **Methodologies:** A/B testing, Agile, Scrum, Kanban, Competitive Analysis, Requirements Gathering and Wire framing
- **Skills:** Communication, Project Management, Stakeholder management, Organization and Problem Solving

## WORK EXPERIENCE

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### Product Manager (Wireline Ecommerce) | TELUS

Sept 2023 - Present

- Led the end-to-end product life cycle for a new internet renewal flow, offering customers an alternative method to calling in, and achieved a 10% increase in internet renewals within the first 2 weeks of launch

### Product Manager (Support/Chat/Forms) | TELUS

Nov 2022 - Sept 2023

- Created and presented a 5 year \$1.5M revenue forecast projecting savings of over \$4M in operational expenditure
- Developed product roadmaps in collaboration with stakeholders to ensure timely launches and manage team capacity
- Wrote working agreements for teams with shared resources to optimize team efficiency resulting in a 60% increase features launched per sprint

### Junior Product Owner | TELUS

May 2021 - Nov 2022

- Led a 15 person cross-functional team and over 10 stakeholders through 14 device launches and 10 offer campaigns to meet and exceed the set online sales target of 31.3K
- Surpassed target sales by 10% by analyzing the amount of clicks and amount of purchases on past campaigns, using Adobe analytics dashboards, to determine the prioritization of offers on the TELUS website
- Optimized workflow by improving clarity of processes between marketing and implementation teams through documentation, increasing overall task completion rate by 30%

### Product Management Analyst | Hockeystick

May 2020 - Aug 2020

- Analyzed key success metrics such as number of button clicks and new user sign ups in Mixpanel to determine features of high traffic to reduce task completion time by 50%, improving the user experience
- Improved team efficiency through leading retrospective meetings and prioritizing product features to launch a financial data management application within customer timelines

### Junior Product Manager | ZenduIT/GoFleet GPS Fleet Vehicle Tracking

Sept 2019 - Dec 2019

- Designed and optimized usability of a vehicle metric interface by conducting user interviews and gathering feedback
- Trained and on-boarded support team on new products to improve troubleshooting process for clients

## EDUCATION

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### University of Waterloo, Waterloo, ON

Sept 2016 - Apr 2021

Bachelor of Applied Science, Systems Design Engineering (Co-op)

## PROJECTS

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### Think Twice Chrome Extension

Sept 2020 - Apr 2021

A chrome extension that provides sustainability information to help online clothing consumers purchase sustainably.

- Designed a user interface in Figma that is accessibility friendly and provides a positive user experience
- Led user interviews to consolidate user requirements and feedback to further iterate and improve the design
- Acquired \$2000 from the Social Impact Fund through presenting the project goals and designs to a judging panel

## EXTRACURRICULARS

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Baking

Fashion for Change

Bollywood Dance