

CANDICE CLOUTIER

SENIOR PRODUCT MANAGER

CONTACT

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EXPERIENCE

PRODUCT CONSULTANT

Freelance, April 2023 - Current

Full spectrum product development. Enhancing customer interaction and experience through process refinement and creation. Crafting strategic business goals for small enterprises, aligning them with customer needs. Implementing planning activities and deadline management to foster improved communication with clients. Strengthening client relationships through enhanced planning and communication practices. Crafting customer centered product go-to-market roadmaps through research-based product development, contributing to a significant increase in profitability of up to 50%.

SR PRODUCT MANAGER

Searchspring, September 2021 - August 2022

Revamped team processes by establishing comprehensive standards for planning, road-mapping, request intake, and work estimations. Spearheaded numerous usability enhancements in our management tool to elevate the overall customer experience. Successfully deployed a 'Site Copy Tool,' which developed a new API, resulting in substantial time savings for each team member by automating the manual duplication of customer websites. Rebuilt our reporting architecture, ensuring the delivery of more accurate data points and faster load times, through rebuilding existing APIs. Simultaneously, streamlined the system by removing outdated and unnecessary legacy metrics.

SR PRODUCT OWNER

HelloFresh, May 2021 - Sept 2021

Kicked off the Dynamic Packaging Configurator, which reduced packaging and increased efficiency in HelloFresh distribution centers in North America. Created a plan for turning Google Sheets manual data configuration processes into in-house built micro-services. Collaborated with teams in sales, marketing, and physical product to determine roadmap items

PRODUCT OWNER

Rogers Communications, March 2019 - April 2021

Pioneered the groundbreaking "1-click" platform, marking the debut of a serverless experience at Rogers and driving a remarkable 20% increase in conversion rates compared to legacy flows. Spearheaded the development of a new platform that not only eliminated dependencies on obsolete micro-services but also achieved substantial performance enhancements, including a 20-second reduction in page load time, streamlining the customer experience by minimizing 7 steps, and optimizing over 30 API calls into 1. Introduced the first eCommerce experiences in the Rogers and Fido apps, resulting in over 200k in-app conversions and reaching 5 million customers.

PRODUCT DESIGNER

TribalScale, September 2018 - January 2019

Led comprehensive usability testing sessions with end-users to gather valuable insights and enhance the user experience of our clients. Conducted a thorough accessibility and information architecture review for a prominent Canadian banking app, ensuring compliance with accessibility standards and optimizing the app's information architecture. Prepared and presented persuasive pitches to potential clients, incorporating in-depth market research and design thinking principles.

EDUCATION

USER EXPERIENCE DESIGN

UX Certificate, Brainstation

10 week intensive course learning the essentials of UX design, Class President

IOS DEVELOPMENT

Certificate, Lighthouse Labs

A six-week, part-time course to learn the basics of Swift and X-code.

HISTORY, INTERNATIONAL DEVELOPMENT

BA, Trent University

Studies focusing on Middle Eastern history, international aid, and food systems.

SKILLS

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| • Product discovery | • Excel | • Figma |
| • Business analysis | • Google Sheets | • Miro |
| • Strategic planning | • Cross functional collaboration | • Notion |
| • Agile / Scrum | • User first design | • Jira |
| • Product roadmapping | • Product analysis | • Asana |
| • Information architecture | | • Canva |