

Syra Singh

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SKILLS

Languages: C, C++, Python, HTML/CSS, JavaScript

Tools/Technologies: Figma, FlutterFlow, Jira, Github, SQL, Bootstrap, Matlab, CAD, Solidworks, TES, GIS, Power BI

EDUCATION

University of Waterloo, *Candidate for BASc in Honours Systems Design Engineering, 3.8 GPA*

Relevant Courses: Human Factors in Design, CX Design, Data Structure and Algorithms, Digital Computation (C++), Intro to Design (Systems Thinking), CAD Design

EXPERIENCE

Product Manager

Waterloo, ON

Tech+, University of Waterloo

Sep 2024 – Present

- Defined product strategies that improved the accessibility of program information, while **leading a team of 4 designers** to develop the Tech+ Mentorship web portal and **boosting user onboarding by 62%**
- Shaped the product roadmap by identifying pain points through **usability studies** and **unmoderated testing**, launching the **"Browse Community" feature** to streamline the mentor/mentee selection process
- Directed collaboration among software, design, and marketing teams, improving **3 feature release cycle times by 50%**
- Applied **agile frameworks** to manage sprints and prioritize tickets in **Jira**, accelerating portal launch to 4 months

Supply Chain Engineer, Quality Leader

Cambridge, ON

PepsiCo

Sep 2024 – Dec 2024

- Led a team of 10 production staff using effective leadership skills to resolve operational challenges related to quality standards, achieving a **35% reduction in product hold times**
- Implemented a live product hold tracking system, simplifying workflows and **improving product recovery by 28%**
- Created an intuitive **Power BI** dashboard to streamline the analysis of product complaints and key performance metrics
- Presented consumer complaint data insights to cross-functional leaders during "Day of Quality" meetings each period, **driving strategic decisions** to resolve manufacturing issues and better align production strategies with customer needs

Product Designer

Ottawa, ON

The Clean Divorce

Feb 2024 – Apr 2024

- Drove project scoping, market research, and user research to identify pain points in the app's previous interface and better understand **niche user needs**
- Redesigned the **"New Beginnings"** app using a design thinking approach, creating **25+ interactive wireframes** and user flows in **Figma** and **FlutterFlow**, simplifying the user journaling experience and **boosting client engagement by 35%**
- Collaborated with app developers and coaching professionals to integrate company services into a centralized app

Traffic Engineering Assistant

Brampton, ON

City of Brampton, Department of Public Works and Engineering

Jan 2024 – Apr 2024

- Conducted site studies by assessing infrastructure compatibility with advancements to **optimize system performance**
- Spearheaded the **implementation of 12+ automated speed enforcement systems**, coordinating with engineers, contractors, and city officials to ensure seamless integration
- Used spatial network data analysis to analyze traffic studies and identify high-risk collision areas using **GIS** and **TES**
- Synthesized data in Excel to determine **traffic calming measures for 140 locations**, creating safer traffic systems

PROJECTS

TD Immersive Learning Case Study

VR, Agile, Product Strategy

- Developed a **product roadmap** for TD's VR training program, outlining unique scalable solutions like a centralized platform and personalized learning paths
- Analyzed user research and pilot feedback to align product and program strategies with TD's goals

Awear | Sustainable Fashion App

Product Design, Figma, Miro

- Conducted **problem analysis** using methods such as SWOT and user personas to inform design decisions
- Developed and iterated high-fidelity wireframes, prototypes, and a cohesive design system in Figma, for a **user-centric sustainable shopping app**