

Nicole Waldern

Professional Summary

A strategist focused on innovation by leveraging user-centered principles and methods.

Work Experience

Product Strategist

Living Sky Technologies | June 2020 - Present

Product

- Implemented and managed a BETA program for user testing and feedback
- Conducted user interviews and surveys for feedback collection
- Established short-term product goals to align with long-term vision
- Initiated, implemented and rolled out a user onboarding process
- Identified value proposition and defined the brand identity for our core product
- Analyzed and assessed SaaS feature prioritization and define market fit

Process Improvement

- Researched tools for effective implementation of new processes and scalability
- Established interdepartmental workflows to increase efficiency and collaboration
- Ran company wide design thinking workshops
- Championed automated user feedback workflows

Product Analyst

Henry Schein - Exan Software | March 2019 - June 2020

- Developed strategic initiatives for product planning and business improvements
- Reported directly to the Vice President
- Initiated and led a two-day interdepartmental design thinking company wide workshop (100+ attendees)
- Led co-creation workshops with clinical deans representing 20+ universities across the USA.
- Created a process to elicit, analyze, and disseminate academic feedback to populate product roadmap and inform corporate direction
- Established internal workshops to facilitate interdepartmental problem solving
- Identified minimum viable product requirements
- Leveraged an interactive process to refine UX designs
- Presented on multiple topics to all attendees at the annual customer-facing conference (400+ attendees)

Get in touch!

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LinkedIn:

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Location:

Vancouver, BC, Canada

Skills Summary

Product

Problem Definition • Feature Prioritization • Roadmap Planning • Usability Testing • Agile • Process Improvement

Research

Design Thinking • Co-creation • Heuristic Analysis • Focus Groups • Survey Design • Interviews • Conjoint Analysis • User Research • Market Research

Software

Illustrator • JIRA • Miro • WordPress • Aha! • Microsoft Suite • Figma • AWS Quicksight • Hubspot • Appcues • Conjoint.ly • Upvoty • Maze • Userinterviews

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Research

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• Survey Design • Interviews •
Conjoint Analysis • User
Research • Market Research

Software

Illustrator • JIRA • Miro •
WordPress • Aha! • Microsoft
Suite • Figma • AWS Quicksight •
Hubspot • Appcues • Conjoint.ly •
Upvoty • Maze • Userinterviews

Work Experience

Analytics Developer Intern

SAP Canada Inc. | May 2016 - September 2017

- Participated in the agile process, including sprint planning, daily standups, and retrospectives
- Complete the front end development of dashboards and reports to visualize customer data in meaningful and simplified layouts using Smart Business Executive Edition, Web Intelligence, and Analysis for Office
- Developed SAP HANA views to group data as needed based on project specifications and wrote stored procedures using SQL
- Created roadmaps and strategy for the development of future projects
- Trained new hires and created documentation to help streamline the onboarding process
- Participated as a member of the winning team for the IT Intrapreneurship Boot Camp

Academic History

Emily Carr University

Interaction Design | Certification | 2018

Design Thinking Associate

SAP Canada Inc. | Certification | 2017

Mount Royal University

Computer Information Systems | Bachelors Degree | 2013-2017

+ Double Minor in Business & Marketing.

Volunteer

VP of Public Relations

Exan Express Toastmasters | Volunteer | 2019-2020

VP of External Affairs

Computer Information Systems Students Society | 2014 - 2017