

**MARCIN TANDECKI****Product Manager**mtandecki@pm.me[647.242.8277](tel:647.242.8277)tandecki.net**My passion and focus lie in the area of user experience.**

I believe that beyond a rich set of features, a successful product hinges on an intuitive interface to realize its full potential. Balancing usability and functionality guides my approach to developing outstanding products and user experiences. With 20 years of expertise in Product Management, UX/UI design, front-end development, prototyping, and UX research, I possess the skills necessary to craft beloved products throughout the entire lifecycle of software development.



Professional Experience

**ITNETSYS****Apr 2018 - Current****Freelance Designer, Front-End Developer, and Product Manager**

- Gathered and analyzed detailed business requirements to understand our clients' needs, allowing our teams to create products customized to their often complex needs.
- Working closely with the design and development teams in order to define and design the appropriate interfaces to satisfy the intricate requirements while providing intuitive interfaces for end users.

**Car Media - Powered by AutoVerify****Jun 2024 - Current****Photographer (Freelance)**

- Photographing new and used vehicles at dealerships, helping to present the vehicles in the best way possible.
- Ensuring proper lighting, exposure, composition, and formatting, to capture exceptional images.

**Leave Your Bark****Sept 2025 - Current****Dog Trainer / Small Business Owner**

- Specializing in basic obedience and commands such as heel, stay, recall, and proper behaviour on walks.
- Helping dog owners resolve more complex issues with their dogs, such as: excessive barking, food aggression, unwanted jumping, toy possessiveness, and separation anxiety.
- As the business owner, my responsibilities also include sales, marketing, web development, graphic design, budgeting, bookkeeping and all other facets involved in business management.

**Mobials / AutoVerify****Sept 2020 - Jun 2023****Product Manager (SaaS)****AutoVerify Research Suite (AVR)**

- Ensured AutoVerify's market leadership status via continuous product enhancements and maintenance.
- Introduced new products aimed at expanding the capabilities of the AutoVerify ecosystem for our clients.
- Maintained the profitability of our product suite by fostering strong relationships with vendors and clients.

**Blue Auto**

- Increased conversion rate from website visit to vehicle purchase by 300% in less than 1 year.
- Continuously improved the quality of the leads generated through the use of various data points and the implementation of A/B testing, user behaviour studies, and customer interviews.

**Cerebri AI****May 2016 - Apr 2018****Senior UI Developer / Product Manager**

- Created intuitive interfaces to help users visualize large sets of data, aiding complex decision-making.
- Continuously enhanced product functionality and ease-of-use to ensure ongoing growth.

Employment History (continued)



Kijiji Canada / eBay

Jul 2012 - Apr 2016

Product Developer

- Researched the feasibility of **new features and products** based on data analytics and user feedback. Quickly validated the proposed solutions by building high-fidelity prototypes.
- **Facilitated usability tests** including: question preparation, test moderation, remote observation, and generating reports outlining the results of such tests.

Senior Front-End Developer

- Developed an **award-winning front-end framework** consisting of HTML, CSS, and JavaScript. The use of the framework by the development team served to speed up future development and maintain code consistency.
- **Rebuilt the entire UI** during the migration of the site from a shared, global platform to a new custom-built one.
- Post migration, **I led the hiring process** and hired suitable candidates to help grow the front-end team.



Trapeze Media

May 2011 - Jul 2012

Lead Front-End Developer



Mitsubishi Motors Canada

- Built new pages and updated existing ones in accordance with **strict company-wide, corporate standards**.
- Adhered to **strict QA requirements**, which included support for several (at the time) legacy browsers.



Royal LePage Commercial

- **Developed a map-based lookup utility** for Royal LePage's commercial property listings.
- Extensive use of **Google's Maps API**, including additional features and plugins.



Kraft Canada / US / Australia

- Populated and maintained content in **Microsoft CMS**, and **trained new staff** on these processes.
- Built weekly emails adhering to strict QA guidelines, reaching up to **1 million users/week**.

Education

- **Advanced Product Management** March 2023 [Product Faculty](#)
- **Product Management** March 2019 [BrainStation](#)
- **React.js - The Complete Guide** August 2018 [Udemy](#)
- **Sitecore Website HTML Developer** June 2010 [Sitecore](#)
- **E-Commerce Web Developer** May 2003 [triOS College of Information Technology](#)

Skillset

Product Management

UX Research
Prototyping
A/B Testing
Usability Testing
Product Lifecycle
Product Strategy
Personas

Methodologies

Agile
Dual-Track Agile
Scrum
Lean
Kanban
Waterfall

Web Development

CSS3 LESS/SASS
PHP HTML5
APIs JavaScript
Git React
SEO MySQL
UX/UI Design
Responsive Web Design

Software

MS Office
G Suite
JIRA
Confluence
Photoshop
Figma/Canva
FigJam/Miro

Interests

Photography
Cryptocurrency
Blockchain
Finance
Psychology
Music
Travel