

# Aysu Ozdal

[aysuozdal@gmail.com](mailto:aysuozdal@gmail.com) | +1 437-326-8980 | [linkedin.com/in/aysuozdal/](https://www.linkedin.com/in/aysuozdal/) | Toronto, ON

## SUMMARY

---

Product-focused software engineer and founding product manager with 0-to-1 experience scaling a shuttle-tracking app to 4,000+ MAU. Hands-on experience in project coordination, test automation, and stakeholder alignment at Ericsson.

## WORK EXPERIENCE

---

### Founding Product Manager

Hamilton, ON

Trac ([tracinc.ca](https://tracinc.ca))

Sep 2024 - Feb 2026

- Led the **0-to-1 development** of a real-time shuttle-tracking app, from concept to a **B2B** partnership with Attridge Transportation, scaling to **4,000+** monthly active users at McMaster University, and **five-figure** revenue
- Authored a **90+** page **PRD** covering stakeholder analysis, user stories, competitive landscape, cost modeling across 4 scenarios, projecting up to **76%** in operational cost savings
- Owned product scoping and feature roadmapping, using **AI-assisted research**, user feedback, and **KPI-based prioritization** to evaluate 15+ features and deliver 10 ahead of schedule
- Drove usability testing across **5+ Figma** prototyping iterations with **30+** users, translating findings into engineering acceptance criteria, achieving **90%+** usability satisfaction rate
- Directed cross-functional **user research** across **5 stakeholder groups** and **200+** participants, mapping user pain points to technical requirements that shaped the PRD and product roadmap

### Test Automation Developer Intern

Ottawa, ON

Ericsson Canada

May 2023 - Aug 2024

- Reduced **5G** radio testing time from **8 to 4 weeks** by migrating a legacy **Python** framework to a company-wide modular **Java** automation framework with reusable **XML** configurations
- Developed robustness tests across **5+** 5G radio systems under variable environmental and hardware conditions, achieving **90%+** test coverage
- Planned and prioritized test case execution across **5+** radio products using **Gantt charts**, coordinating a sub-team of **8** interns to meet assigned delivery timelines
- Authored test result reports and presented findings on 5+ radio products to **20+** cross-functional stakeholders, driving product quality decisions across QA, hardware, and engineering teams

## SKILLS

---

**Project Management:** Agile (Scrum, Kanban), Sprint Planning, Backlog Management, Stakeholder Communication, Cross-Functional Collaboration, Prioritization, KPI Tracking, Product Roadmapping, Risk Identification & Issue Resolution

**Tools:** Jira, Confluence, Trello, Figma, Git, GitHub, Jenkins, Firebase

**Programming Languages:** Python, Java, Dart, JavaScript, HTML, CSS, SQL

**Testing and Quality:** Test Automation, Unit Testing, System Testing, JUnit, Mockito, Test-Driven Development

## EDUCATION

---

### McMaster University

Hamilton, ON

Bachelor of Engineering, Software Engineering (Co-op)

Sept 2020 - June 2025

**Relevant Coursework:** Software Requirements and Testing, Human-Computer Interfaces, Data Mining

## CERTIFICATIONS

---

### Certified Associate in Project Management (CAPM)

Expected July 2026

Project Management Institute (PMI)

## LEADERSHIP & VOLUNTEER EXPERIENCE

---

### Student Mentor and Ambassador

Hamilton, ON

McMaster University Women in Engineering Society

Oct 2022 - Apr 2025

- Mentored **20+** software engineering students across academic and career development, structuring 1:1 guidance on coursework, co-op applications, and engineering pathways
- Led STEM outreach presentations to **100+** female-identifying high school students, covering engineering career pathways and university programs to promote equity and inclusion in tech