Bruce Liu

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EDUCATION

Ivey Business School, Western University | London, ON, Canada   Class of 2026
HBSc & HBA, Computer Science and Business Administration Dual Degree   **cGPA:** 4.0/4.0
- **Awarded:** Claude Lamoureux Scholarship ($10,000, 1/6), Scholarship of Distinction ($3500), Dean's Honor List 2021-2025, 2x Morissette Pitch Competition (1st, $2000), Create & Innovate Pitch Competition (1st, $1500), RU Hackathon (1st)

WORK EXPERIENCE

Loop Financial - Toronto (High-growth Fintech Startup, Series A)   Summer 2025
Growth Product Manager Intern
- **Feature Ownership:** Reduced deposit times by 99.99% (from 2 days to 30 seconds) by owning the end-to-end development and deployment of Loop's Interac e-Transfer feature. Improved user experience and significantly decreased support tickets by eliminating key pain points in the payment flow
- **Content Automation**: Uncovered a key growth opportunity by analyzing support tickets, identifying that 40%+ of new users discovered Loop through LLMs. Owned the end-to-end development of an automated content generation tool to dominate SEO, GEO, and AEO, resulting in a 47% increase in organic search-driven sign-ups within one quarter
- **Interactive Demo Launch**: Designed and launched an interactive product demo on Loop's website, enabling prospective users to explore the platform firsthand. Led to a 20% increase in sales conversion by reducing friction in the customer decision journey

Symend - Toronto (Fintech Startup, Series C)   Summer 2024
Technical Product Manager Intern
- **Key Project - Penny, Onboarding Automation RAG AI:** Drove project scope refinement to "make Symend scalable," leading competitive analysis and cross-functional brainstorming sessions with 5 PMs. Reduced time to value by over 99% (640 to 2 hours), enhancing client onboarding through automated RAG AI solutions, productizing Symend's core offering
- **Requirements Gathering & Prioritization:** Defined and prioritized requirements through PRDs and regular backlog grooming sessions that aligned team priorities with business goals, resulting in a 25% increase in sprint velocity
- **Sprints & Stakeholder Buy-in:** Coordinated Agile sprints with cross-functional teams, delivering the MVP 20% ahead of schedule. Secured buy-in and a $220,000 budget for further development from C-suite executives and SVPs

Terra Optima Labs - Toronto (Environmental Startup, Seed)   Summer 2023
Product Manager Intern
- **Product Research & Development:** Conducted user interviews with local farmers to validate the effectiveness of organic fertilizers. Identified key product improvements, leading to a 70% faster growth rate in mushroom farming applications
- **Go-to-Market Strategy:** Crafted a targeted go-to-market strategy for Terra Optima's flagship product, leveraging local partnerships and e-commerce channels. Implemented marketing and distribution tactics that boosted customer reach by 30% and increased initial sales within agricultural and residential segments
- **Optimized Product Operations:** Analyzed and streamlined product workflows, identifying key areas for process improvement within the waste-to-fertilizer production cycle; implemented a humidification system that reduced production time by 29%

LEADERSHIP AND PROJECTS

Ivey Product Society, *Founder & Co-President*   August 2023 - May 2025
- **Community Building:** Founded and led Western's first product management community, directed a team of 23 executives, engaging 350+ students across 11 events and securing partnerships with Adobe, Microsoft, Google and Salesforce
- **Course Launch:** Co-designed and launched the HBA2 Digital Product Management course, resulting in 50 students per year

Outlook Subscription Manager, *Product Management Fellow, Ivey Product Fellowship*   January 2024 - March 2024
- **Market Analysis & Feature Design:** Conducted user interviews to identify underserved needs in email management, designed a Figma prototype, and authored a comprehensive PRD for a streamlined inbox organizer tool pitched to Microsoft

ChuckleChallenge.com, *Engineering & Product*   June 2023 - August 2023
- **AI End-to-End Development:** Led full-stack development of a 'Try Not To Laugh Challenge' website with a machine learning model to analyze users' facial expressions; launched using Next.js and Tensorflow, deployed to AWS EC2 and Vercel
- **Product Ownership & Launch Strategy:** Owned end-to-end product lifecycle from ideation, wireframing, prototyping, and writing an SRS and roadmap; captured 7600+ all-time impressions

SKILLS AND INTERESTS

Technical Experience: Java, JavaScript, TypeScript, Python, C, C++, React, Next.js, Node.js, Flask, TensorFlow, Keras, Pandas, SQL
Tools: Figma, Jira, Confluence, Postman, Bitbucket, Github, AWS EC2, Vercel, Tableau, Linear, Webflow, Power BI, Apollo