

Bruce Liu

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EDUCATION

Ivey Business School, Western University | London, ON, Canada Class of 2026 (Expected)

HBSc & HBA, Computer Science and Honours Business Administration Dual Degree **cGPA:** 3.9/4.0

- **Awarded:** Claude Lamoureux Scholarship (\$10,000, 1/6), Scholarship of Distinction (\$3500), Dean's Honor List 2021-2024, 2x Morissette Pitch Competition (1st, \$1000), Create & Innovate Pitch Competition (2nd, \$500), RU Hacks 2022 (1st)
- **Activities:** Ivey Product Society (President), Ivey Tech Club (VP), Purple Spur Society (Exec), Ivey Bible Friends

WORK EXPERIENCE

Symend (Digital Engagement Platform) May 2024 - November 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 (Sustainable Waste Solutions Startup) May 2023 - September 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 EXPERIENCES

Ivey Product Society, Founder & Co-President August 2023 - Present

- **Community Building:** Founded and led Western's first product management-focused 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

Pulse Medical Group, Founder & President April 2022 - Present

- **Leadership & Event Organization:** Launched Canada's largest medical abstract competition, leading a team of 16 to organize 4 large-scale events, each attracting ~175 participants from Canadian universities, producing 47 medical abstracts
- **Outreach & Sponsorships:** Secured sponsorships with Chipotle, Prep101, Western Science, Ivey, and Morissette, generating \$3500 in surplus, donated to the Children's Health Foundation

PROJECTS

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

Metal Defect Classifier, Product & Developer, Western AI September 2021 - March 2022

- **AI Solution Development:** Led Agile development to build a computer vision model with 90% accuracy for defect detection in sheet metal, representing Western at a national AI conference

SKILLS & 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, Nginx, Microsoft Office, Power BI

Interests: Calisthenics, long-distance running, music festivals, fine culinary arts, speed typing (160 WPM), urban exploration