

Joshua Ye

j96ye@uwaterloo.ca

joshuaye.ca

[linkedin.com/in/joshuaye3/](https://www.linkedin.com/in/joshuaye3/)

github.com/JoshuaYe

+1 (416) 616-3740

EDUCATION

University of Waterloo • Class of 2025

Bachelor of Computer Science, Business Specialization and Dean's Honours List

EXPERIENCE

Product Manager Intern • Cloudflare

May 2024 - August 2024 | Austin, TX

- Accelerated enterprise adoption of Cloudflare Workers by designing scalable deployment workflows and launching 12 access controls, informed by 15 user interviews and an affinity map of 20 pain points
- Developed pricing model for a Workers API through SQL analysis of usage data to boost revenue by 50%
- Led external beta testing and triaged 75 bugs in the release of a Workers metrics dashboard redesign

Product Manager Intern • BlackBerry

September 2023 - December 2023 | Waterloo, ON

- Drove roadmap execution of the IVY vehicle data platform by crafting and prioritizing 15 user stories while coordinating cross-functional alignment to transform specifications into tangible solutions
- Identified industry trends to shape technical product strategy by analyzing architectures of 5 competitors
- Developed product knowledge hub for sales and GTM teams, increasing information accessibility by 20%

Product Manager Intern • Ritual.co

January 2023 - April 2023 | Toronto, ON

- Increased push notification enablement among active users by 20% through analyzing user behavior data in Amplitude and Looker using SQL and researching competitor engagement strategies
- Scoped a co-worker referral system to grow the activation and retention of workplace users by creating product requirement documentation, user flow diagrams, and 5 end-to-end prototypes with Figma
- Conducted experimentation and usability testing with 25 customers using Maze to improve beta feature UX

Software Engineering Intern • KPMG

January 2022 - April 2022 | Toronto, ON

- Augmented REST API microservices using C#, .NET, and SQL for One Port, a tax digitalization and automation tool used by 100,000+ tax practitioners, saving 3 hours per client
- Improved tax API performance speed by 50% through optimizing SQL queries

Research Assistant • University of Waterloo

September 2021 - May 2022 | Waterloo, ON

- Performed data scraping, data cleansing, and documentation assistance with Python and Pandas for Professor Seda Oz's research on the relationship between terrorism and earnings management ([paper](#))
- Developed a web scraper ([Github](#)) for court legal data, saving 5 hours of manual work

PROJECTS

Product Manager @ UW Blueprint

December 2021 - September 2022

- Led a team of 9 engineers and 3 designers in launching a web solution to streamline the coordination of 100+ volunteers at Sistering, a non-profit aiding at-risk women and trans folks in Toronto ([case study](#))
- Reduced email volume between volunteers and employees by 50% by prioritizing and acting on feedback from biweekly stakeholder interviews, 5 usability tests, and Hotjar heatmaps and analytics
- Recorded 13 demo videos and wrote a 50-page user guide handed off to Sistering for launch ([link](#))

Ronify ([ronify.me](#))

August 2020 - September 2020

- Co-founded and built a Flask and SQL web app ([Github](#)) for businesses to track customers via QR code forms
- Velocity Incubator semi-finalist and Randy Bauslaugh Entrepreneurship Award winner

SKILLS

Product - Agile, Jira, Confluence, User Research, Wireframing, QA Testing, Project Management, SDLC

Development - JavaScript, Python, C#, React.js, Flask, Pandas, SQL, Git, Postman, GCP, Microsoft Azure