

Joshua Ye

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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

- Led enterprise access management for Cloudflare Workers by launching new security roles tailored to team structures and workflows from user interviews, enabling large teams to adopt and use Cloudflare safely
- Developed pricing model for a Workers API through SQL analysis of usage data to boost its revenue by 50%
- Ran beta testing and triaged 75 bugs for a new metrics dashboard to simplify viewing Worker performance

Product Manager Intern • BlackBerry

September 2023 - December 2023 | Waterloo, ON

- Led a cross-functional team of 10 to drive roadmap execution of the IVY vehicle data platform by writing and prioritizing user stories based on customer requests to improve development experience and flexibility
- Analyzed competitor architectures to identify industry trends, shaping technical product and market strategy
- Enhanced information accessibility for sales and go-to-market teams by creating a product knowledge hub

Product Manager Intern • Ritual.co

January 2023 - April 2023 | Toronto, ON

- Increased active users with notifications enabled by 20% on the Ritual food ordering app by analyzing behaviour data in Amplitude and Looker to identify engagement opportunities that drive order retention
- Designed a co-worker referral system to grow the activation of workplace users – twice as valuable as regular users – and integrate Ritual into their lunchtime routines, supported with user flows and Figma prototypes
- 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 with C#, .NET, and SQL for One Port, a tax digitalization tool used by 100,000+ practitioners, reducing tax preparation time by 3 hours per client
- Improved tax API performance speed by over 60% through auditing and optimizing SQL queries

Research Assistant • University of Waterloo

September 2021 - May 2022 | Waterloo, ON

- Performed data scraping, cleansing, and documentation using Python and Pandas for Professor Seda Oz's research on the relationship between terrorism and earnings management ([paper](#))
- Built a web scraper ([Github](#)) to automate the collection of 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 to create a web solution that streamlines the coordination of 100+ volunteers at Sistering, a non-profit supporting at-risk women and trans folks in Toronto ([case study](#))
- Halved email volume between volunteers and staff by prioritizing and acting on feedback from biweekly stakeholder interviews, usability testing, and Hotjar heatmaps and analytics
- Produced 13 demo videos and wrote a 50-page user guide, handed off to Sistering for a smooth 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, User Research, KPIs, Project Management, SDLC, Jira, Confluence, Wireframing, QA Testing

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