

# Nick Yu

## Product Manager

### PROFESSIONAL EXPERIENCE

#### Product Manager

Statflo | May – Aug 2021

- Collaborated with designers and engineers to ship inbound text functionality for the business messaging app; expanded total addressable market and increased annual recurring revenue by \$367K
- Established and facilitated a holistic user interview process to increase average number of monthly interviews in the Product Dept. by 78%
- Launched a business intelligence platform to track key metrics; enabled data-driven decisions and transparency across departments

#### Product Manager

LCBO | Jan – Apr 2021

- Proposed, validated, and prototyped an AR e-commerce app to address a \$400 billion industry problem, leading a team of 6 engineers
- Devised a go-to-market strategy for a consumer app; validated assumptions via market surveys, with 300+ responses in 2 hours
- Led 15+ user interviews to inform the requirements of an internal-use app that improved operational efficiency for 420 stores by 13%

#### Product Manager

Cinchy | May – Aug 2020

- Launched and facilitated a company-tailored software development methodology to reduce average lead time by 70%
- Managed the detection-to-remediation of security vulnerabilities in the data platform product to achieve SOC 2 compliance

#### Project Manager

St. Michael's Hospital | Sep – Dec 2019

- Performed competitive analysis to propose new hospital clinic services to executives; appended a new project to the construction roadmap
- Produced clinical workspace mock-ups and conducted usability studies to improve physician workflows in the Emergency Dept. by 20%

#### Technology Consultant

Arup | Jan – Apr 2019

- Collaborated with engineers, contractors, and airport authorities to specify technology system requirements for an international airport

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### EDUCATION

#### Biomedical Engineering, BSc.

University of Waterloo / 2017 – 2022

- Leslie Klein & President's Scholarships

#### Advanced Product Management

Product Faculty / Jan – Mar 2021

#### Google Analytics Certification

Google / Dec 2020

### SKILLS

- Data analysis (SQL, Excel)
- User interviews
- Usability testing
- Customer journey mapping
- Competitive analysis
- Wireframing
- Product roadmaps

### ACHIEVEMENTS

#### Canadian National Canoe Team

- 2x World Champion (2018, 2019)

#### MusicFest Canada

- Gold Rank Canadian National Solo Clarinetist
- Principal/Leader of Nationals Woodwind Section

### PROJECTS

#### Remote Music Therapy

- Prototyped a multi-sensory product for children with ASD

#### Chemotherapy Flow Sensor

- Prototyped a fail-safe mechanism that prevents chemotherapy overdose