# Nick Yu

## Product Manager

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## 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

## EDUCATION

**Biomedical Engineering, BASc.**

University of Waterloo / 2017 – 2022

- Computing Engineering Option
- 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