Nick Yu
PRODUCT MANAGER

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PROFESSIONAL EXPERIENCE

Product Manager
LCBO | Jan - Apr 2021

- Proposed, validated, and prototyped an AR e-commerce app in 1 week to address a $400 billion industry problem, leading a team of 6 developers
- Devised an extensive go-to-market strategy for a consumer-facing app; validated assumptions through targeted market surveys on social media, receiving 300+ responses in 2 hours
- Conducted 15+ user interviews to inform the feature list of an internal-use app; projected to improve operational efficiency by 13% for 420 stores

Product Manager
Cinchy | May - Aug 2020

- Launched and facilitated a company-tailored software development methodology, reducing lead time by 70%
- Analyzed data using SQL and tracked key metrics to implement data-driven methodology improvements, and conducted usability studies to improve the team's user experience
- Managed the detection-to-remediation of security vulnerability fixes in the data platform product, achieving SOC 2 compliance
- Engaged with software review sites to establish and define new categories that propelled the reputation and awareness of the company

Project Manager
St. Michael's Hospital | Sep - Dec 2019

- Collaborated with stakeholders to expedite completion of new Emergency Department, Regional Anesthesia Clinic, and Ophthalmology Clinics, completing projects 10% under budget
- Performed competitive analysis to inform new hospital clinic services to the leadership team, resulting in augmentations to the project roadmap
- Produced low/high fidelity mock-ups and incorporated feedback to improve physician workflows within clinics by 20%
- Reviewed financials of project contracts and analyzed discrepancies to recover $17 million for defects in project completion

Software Developer
eBionics | May - Aug 2018

- Developed an Android app that detects heart rate irregularities in real-time using ECG electrodes; adopted at 200+ healthcare facilities
- Collaborated with cardiologists to gather and prioritize app requirements
- Designed wireframes, presented several iterations of the minimum viable product, and incorporated feedback to simplify the UI

EDUCATION

University of Waterloo
Biomedical Engineering, BASc.
Sep 2017 - Apr 2022

- Leslie Klein & President's Scholarships

Product Faculty
Advanced Product Management
Jan - Mar 2021

Google
Google Analytics Certification
Dec 2020

SKILLS
- Data analysis
- Usability testing
- User interviews
- Wireframing
- Competitive analysis
- Product roadmaps
- User story mapping

ACHIEVEMENTS
Canadian National Canoe Team
- 2x World Champion (2018, 2019)
- Captain of the National Team

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

PROJECTS
Remote Music Therapy
- Prototyped multi-sensory product for children with ASD

Chemotherapy Flow Sensor
- Prototyped a fail-safe mechanism that prevents chemotherapy overdose