


ALISON WONG

Systems Design Engineering, University of Waterloo, Class of 2021

 alisonwong-em.com
 alisonwong.em@gmail.com
 416-899-8299

-
- SKILLS** ◦ User Interviews, Rapid Prototyping, Competitive Analysis, HCI, Front-End Development, Wireframing, User Journey Mapping, Design Sprint Methodology, Mind Mapping, Documentation
- CODE** ◦ React, Javascript, React Native, HTML/CSS, PostgreSQL, Python, C++
- TOOLS** ◦ Adobe XD, Sketch, Figma, Illustrator, Photoshop, LucidChart, Postman, Jenkins, Jira, Git
-

WORK EXPERIENCE

Technical Product Owner, *Lifion by ADP*, New York, NY

Jun - Aug 2020

- Implemented an end-to-end development strategy for the adoption of new semantic search API replacing existing lexicographical search, decreasing average search time by 30%
- Improved customer homepage search by eliminating UX ambiguities and reducing the number of clicks to target based on Google Analytics data, reducing client-specified pain points
- Spearheaded estimates and timelines between multiple teams to prepare for live client beta testing of feature, commencing gradual rollout to all clients throughout upcoming quarter
- Debriefed impact of new feature results to leadership team, receiving positive feedback for addressing customer support issues

Software Developer, *Blaise Transit*, Montreal, QC

Sep - Dec 2019

- Designed mockups based on UX methodologies, including competitive analysis, stakeholder interviews, and task analysis, to create a smooth and intuitive user flow for three transit applications
- Optimized geographical routes on three web and mobile applications by manipulating SQL data through API requests and implementing HERE API, allowing users to view upcoming in-app trip details
- Conducted user research with public transit users to discover pain points to improve the solution's marketability

Product Integration Engineer, *Accedo*, Toronto, ON

Jan - Apr 2019

- Delivered third-party integrations and custom client requests, including platform-specific debugging and analytics, on projects across iOS, Android, Web, and Roku impacting roughly 50,000 users

Product Manager, *Tulip*, Kitchener, ON

Sep - Dec 2017

- Improved the reminders app by adding push notifications, categorized reminders, and automated reminder generation, enabling store employees to complete daily tasks with reduced cognitive load
 - Prioritized and authored user stories in sprints facilitating timelines and maintaining efficiency of workflow
-

PROJECTS

Worldclass *Hack the Six Winner - Best Design*

 [devpost/worldclass](https://devpost.com/worldclass)

Aug 2020

- Implemented a React web app with PostgreSQL DB to gamify the remote learning experience by rewarding students when they complete lessons with high scores

Strum Master

May - Jul 2019

- Designed and built a MIDI-based guitar for recovering stroke patients by reducing physical strain required by user while maintaining the experience of playing the instrument
-

INTERESTS

Calligraphy

A Capella

Playing Guitar

Video Editing