Allyson Aberg

Systems Design Engineering

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allysonaberg.com

EXPERIENCE

Technical Product Manager | *TunnelBear*

2019 - Present | Internship

- Led team of engineers and designers to meet user retention OKRs.
- Designed technical specifications for billing expiration flow, projected to reduce involuntary churn in iOS subscriptions by 30%.
- Launched extended API support for server-to-server notifications.

MacOS and iOS Engineer | *TunnelBear*

2017 - Present | Internship

- Led the Shortcuts Project, the integration of Apple's Siri Shortcut API into TunnelBear's iOS application. Rewrote VPN functionality using the TunnelBear SDK.
- Led development of TBMapKit, a framework shared between the iOS and macOS applications. Increased map rendering time by 150%.
- Prepared iOS and macOS applications for migration to new SDK. Rewrote aspects of both platforms to conform to MVVM models from a previously MVC-based approach.

Operations & Tech Manager | *Liberty Dental*

2018 - Present | Freelance

- Developed company website and optimizing SEO rankings. Implemented A/B testing to improve site performance.
- Designed a brand toolkit containing various marketing assets intented to unify company public image.

Mobile Developer | *Nascent Digital*

2017 | Internship

- Developed an iOS Health Messaging application for Telus, aggregating user data from an internal cloud-based database.

SKILLS

Courses	Human Factors in Design Data Structures & Algorithms
Languages	Objective-C, Swift, Python, C++
Tools	Xcode, CircleCi, Git, Unix/Bash

AWARDS

Apple WWDC 2019 Scholarship Winner

- One of 250 student developers worldwide selected to attend Apple's WWDC Conference.

Sandford Fleming Technical Speaking Competition 2019

- Placed 1st in the University of Waterloo Technical Speaking Competition. Representing Waterloo in the 2020 Ontario Engineering Competition (OEC).

PROJECTS / COMMUNITY

ArMIDIllo

- A MIDI-based three-stringed synthesizer designed for stroke survivors.
- Built using a TEENSY 3.5, Arduino Uno, Capacitive Touch Sensors, and Wii Nunchuk.

Equal Voice

- Member of Toronto Chapter. An organization advocating for equal representation of women in all levels of Canadian Parliament.

Big Brothers/Sisters Toronto

- Tentative "Big Sister" in training. A youth mentorship program that helps foster healthy relationships between mentors and mentees.

EDUCATION

University of Waterloo
Systems Design Engineering
Graduating Class of 2021