Amanda Yu

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Education

University of Waterloo, BASc in Systems Design Engineering	Sep 2020 – Apr 2025

Courses: Design thinking; Human Factors in Design; Digital Systems; Data Structures & Algorithms

Skills

Product	Jira/ Trello, Figma, Data Analysis, Marketing Strategy, Competitive Analysis, Google Analytics
Languages	JavaScript ES6, Python, HTML5, CSS3, Java, C/ C++, Typescript, SCSS (SASS), SQL
Tools	React, Firebase, Node, Express, Next.js, Bootstrap, Material Design, React Native, Android Studio

Relevant Experiences

Product Manager – Year Zero Studios
Jan – Apr 2021

- Led multi-disciplinary team to design and develop **5+ features**, launching the first MVP in 2 months
- Conducted **25+ user interviews**, analyzed customer feedback, identified gaps in **product market fit**, synthesized usability testing and heuristic evaluations to prioritize features and generate buy-in for product vision
- Revamped **go-to-market strategy** by optimizing sales process, strategizing partnerships, defining value propositions for target market segments, increasing conversion rate by 48%, decreasing churn by 42%

Engineering Intern – Inertia Engineering + Design Inc.
Jul – Aug 2019

- Identified user pain points to inform/ **prioritize design decisions** for MRI scan machine, worked in **agile** environment
- Innovated new design review process and defined new project management guidelines organization-wide by collaborating with design, engineering, and business, increasing internal team efficiency

UX/ UI Designer & Frontend Developer – TOHacks
Jan 2021 – Present

- Spearheaded user centered designs of applicant dashboard for **2000+ users** using **Figma**, considered variety of user personas
- Created thoughtful user experience for navigation scheme and layouts, implemented with React.js, Bootstrap

Mobile Developer Intern – HungerSwipe
May – Aug 2020

- Developed new sign in flow & dashboard with React Native, Material UI, Firebase in agile team, from conception to beta launch

Leadership

Chief Operating Officer – STREAM Syndicate
Sep 2018 – Aug 2020

- Led non-profit organization serving **10k+ youth Canada-wide**, collaborated with CEO/ cross-functional teams of 27 members
- Spearheaded career growth events for youth in STEM, arts, humanities: **Tech Conference**, **hackathon**, art gala - on **GTA news**
- Coordinated nation-wide initiatives and external relationship management, raising **$1200+** with new sponsorship package

Founder, Chief Product Officer – E-KoalaTees
Sep 2019 – Aug 2020

- Developed core **product vision** and managed 500+ orders, 9 variations, and **$4000+** worth of revenue, cutting costs by 50%
- Directed **marketing strategy** planning for a 15-member team to conduct user research and gain competitor insights

Project Lead – Tech+ UWaterloo
Apr 2021 – Present

- Led logistics team to organize a 200+ member mentorship program and 2 events promoting tech diversity

Projects

SplitPeas, Group Grocery App – Tech Under Twenty Cup
Jan - Mar 2021

- Conducted 5+ interviews, competitive analysis, market research to devise lean business plan and identify **product positioning**
- Developed bill spilling grocery list mobile app with receipt scanner functionality using **React Native** and a **Firebase database**

Waterloo 101 – Personal Project
Jul 2020 – Feb 2021

- Optimized **market outreach** to aid university applicants, increasing traffic by over **36,200** site impressions
- Developed Resources page, navigation bar, and animations using **HTML, CSS, JS, Node.js, Express.js**

Awards

2nd: Programming Competition	Waterloo University's Engineering Competition, 2021
International Engineering Scholarship	Magna Scholarship worth **$15,000**, **20 worldwide** recipients, 2020
1st: UofT's Engineering Design	Women in Science and Engineering Design Challenge, 2019
1st: Business Pitch Competition	Future CEO Business Case Study, 12 teams total, 2020