

Amy Jian

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Skills

Product

Data Analysis
User Research
Usability Testing
Competitive Analysis
Interaction Design
Prototyping
User Surveys

Languages

Python
SQL
C++
Java
HTML/CSS

Awards

Product Problem Challenge

1st Place, Oct. 2018
Rearchitected user grouping and information hierarchy to improve activation and usage

Microsoft ProdCon

2nd Place, Mar. 2019
Pitched OneNote integration with LMS to boost Surface sales

Education

University of Waterloo

Systems Design Engineering BSc.,
expected April 2022; 3.9 GPA

Relevant Courses

Human Factors in Design
Design, Systems, and Society
Data Structures and Algorithms
Probability and Statistics

Interests

Endurance running
Team sports
Dogs

Experience

Associate Product Manager

Vidyard // Sept. - Dec. 2018

Planned, designed and executed multiple A/B tests in user onboarding experience to increase user activation and retention of Chrome extension

Iterated through 5 new feature prototypes in ideation, design and usability testing; evaluating feedback by empathizing with users to profile personas

Increased upgrade value of B2B enterprise product through roadmapping sessions while gathering direct feedback from clients and customer success teams

Data Analyst

TunnelBear // May - Aug. 2019

Conducted user research and behavioural analysis to identify optimal customer segments; evaluating market size and opportunity to redirect Q3 marketing strategies

Identified data pipeline fixes and defined new data requirements for critical product relaunch, the primary paid acquisition focus of Q3/Q4 2019

Refactored SQL queries to enable automated calculation of essential marketing and product growth metrics for internal and parent (McAfee) executives

Data Engineer

TunnelBear // July 2019 - Present

Writing new data pipelines to improve accuracy of key business and product metrics on data visualisation tool (Periscope Data) using Redshift, S3 and Apache Airflow

Quality Assurance Analyst

NexJ Systems // Jan. - Apr. 2018

Uncovered 10+ critical release requirement defects by conducting detailed testing of CRM software in an Agile/Scrum environment

Leadership

Diversity Coordinator

TunnelBear // July 2019 - Present

Identifying and managing internal opportunities for diversity, inclusion and belonging initiatives to empower employees, improve transparency and increase applicants

Operations Lead

Equithon // Sept. 2018 - March 2019

Led a team of 4 coordinators to plan a 36-hour schedule for 500+ hackathon participants to promote inclusive and diverse technological innovation

Sponsorship Coordinator

EngHack // Feb. 2018 - May 2018

Reached out to 100+ companies to increase monetary sponsorship by 140% from previous year; drafted custom sponsorship plans for 7 companies