

Amy Jian

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Product

Data Analysis, User Research, Usability Testing, Competitive Analysis, User-centered Design, Wireframing, Prototyping

Tools

Periscope Data, Heap Analytics, Google Analytics, Sequel Pro, Sketch, Figma, Zeplin, Git, Jira

Languages

Python, C++, SQL, Java, Ruby, HTML/CSS

Experience

Data Science Analyst & Data Product Manager TunnelBear // May 2019 – Present

Defining data specifications and identifying required data pipeline fixes for upcoming marketing campaigns and product features

Refactored four SQL queries to enable automated calculation of key marketing and product growth metrics (LTV, account retention)

Conducting customer survey analysis and market research to identify best customer segments

Associate Product Manager Vidyard // Sept. – Dec. 2018

Increased upgrade value of enterprise product through roadmapping sessions, while gathering product insights from working directly with clients and customer success teams

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

Iterated through 5 new feature prototypes in ideation, design and user testing, evaluating feedback using persona profiling and user empathy

Quality Assurance Analyst NexJ Systems // Jan. – Apr. 2018

Reduced testing time by up to 30% by leading client infrastructure documentation initiative to improve testing workflow

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

Education

University of Waterloo

Systems Design Engineering BAsC, expected April 2022

Relevant Courses

Human Factors in Design; Design, Systems, and Society; Data Structures and Algorithms; Probability and Statistics; Engineering Economics of Design

Interests

Running, weightlifting, team sports, dogs