

Amy Jian

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Product

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

Languages

Python
SQL
C++
Java
HTML/CSS

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

Awards

Product Problem Challenge
1st Place, Oct. 2018
Microsoft ProdCon
2nd Place, Mar. 2019

Interests

Endurance running
Team sports
Dogs

Experience

Data Engineer

TunnelBear // July 2019 - Present

Writing new data pipelines to improve understanding of business and product health on marketing analytics platform using Amazon Redshift, S3 and Apache Airflow

Data Analyst & Data Product Manager

TunnelBear // May - Aug. 2019

Defined data specifications and identified required data pipeline fixes for upcoming marketing campaigns and product features for VPN and password manager apps

Conducted user research and behavioural analysis to identify optimal customer segments, evaluating market size and opportunity

Refactored four SQL queries to enable automated calculation of key marketing and product growth metrics (LTV, account retention) for organization and parent company (McAfee) executives

Associate Product Manager

Vidyard // Sept. - Dec. 2018

Increased upgrade value of enterprise product through roadmapping sessions, and gathered product feedback directly from clients and customer success teams

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

Iterated through five 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

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

Leadership

DIB Coordinator

TunnelBear // July 2019 - Present

Managing and tracking internal diversity, inclusion and belonging initiatives and maintaining transparent company-wide communication from executives and team

Operations Lead

Equithon // Sept. 2018 - March 2019

Led team of four coordinators to deliver a detailed 36 hour event schedule for 500+ participants to promote inclusive and diverse cross-industry 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 seven companies