

# Amy Jian

amyjian.com  
amy.jian@uwaterloo.ca  
linkedin.com/in/amyjian

## Skills

### Product

Data Analysis  
Competitive Analysis  
User Stories  
User Surveys  
User Testing  
Interaction Design

### Tools

Jira  
Confluence  
Heap, Amplitude Analytics  
Periscope Data, Looker DS  
Google Analytics  
Sketch, Figma

## Education

### University of Waterloo

Systems Design Eng.  
3.9 GPA; B.ASc., April 2022

### Relevant Courses

Human Factors in Design  
Engineering Design  
Design, Systems & Society

## Awards

### PlanGrid Hackweek

#### Most Creative, Feb. 2020

Piloted audio reports for user summary using Amazon Polly

### Product Problem Challenge

#### 1st Place, Oct. 2018

Rearchitected information hierarchy to improve user flows and increase retention

### Microsoft ProdCon

#### 2nd Place, Mar. 2019

E-learning suite proposal targeting post-secondary educational devices market

## Interests

Endurance running  
Volleyball  
Baking (not sourdough)

## Experience

### Backend Engineer | PlanGrid (Autodesk)

Jira, Confluence, Looker DS, Amplitude Analytics | San Francisco, CA | Jan. – Apr. 2020

Wrote and tested multiple REST API endpoints for critical feature development of B2B mobile/desktop/web construction app, playing a key role in meeting strict company goals for Q2

Individually led initiative to migrate monolith codebase event publisher to follow new service standards, reducing project completion time for other teams by 80%

Analyzed and proposed solution to meet Autodesk application service standards in reliability, scalability and performance, cost efficiency, and security

### Data Analyst & Data Engineer | TunnelBear (McAfee)

SQL, Python, Periscope Data, Google Analytics, Figma | Toronto, ON | May – Aug. 2019

Conducted user research and behavioural analysis to identify optimal B2C customer segments; evaluating market size and opportunity to redirect Q3 marketing strategy

Identified data pipeline bugs and defined new data requirements for high-stakes B2B product relaunch, the primary paid acquisition focus of Q3/Q4 2019

Refactored SQL queries to eliminate manual calculation of high level marketing and product growth metrics (LTV, retention) presented to internal and parent (McAfee) executives

Independently wrote new data pipelines to improve accuracy of key business and product metrics used by executives, marketing and product teams in company strategy planning

### Associate Product Manager | Vidyard

Heap Analytics, Google Analytics, Sketch | Kitchener, ON | Sept. – Dec. 2018

Planned, designed and executed multiple A/B tests in user onboarding experience to increase user adoption and retention of Chrome extension by 5%

Delivered strong product roadmap by gathering feedback from clients and customer success teams; significantly increasing upgrade value for buyers and users

Iterated through 5 new feature prototypes in ideation, design and user testing; synthesizing feedback to identify primary use cases and personas

## Community & Leadership

### Logistics Director | UW Product Management Club

Sept. 2019 – Present

Growing the student product community by hosting workshops, panels, case competitions, etc. Inspiring product thinking and providing opportunities for aspiring product managers.

### Content Creator & Organizer | 16 Weeks of Internships

March 2019 – April 2020

Curating and creating original content of a network of resources, mentors and anecdotes to facilitate the career growth of students worldwide interested in pursuing technology

### Diversity, Inclusion & Belonging Committee | TunnelBear

June – August 2019

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