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 of social volunteering app

Microsoft ProdCon
2nd Place, Mar. 2019

Pitched OneNote integration with LMS to boost Surface sales

Education

University of Waterloo
Systems Design Eng., 3.9 GPA
B.Asc., April 2022

Relevant Courses
Data Structures & Algorithms
Probability & Statistics
Human Factors in Design
Design, Systems, & Society

Interests
Endurance running
Volleyball
Nut butter

Experience

Data Engineer — **TunnelBear** // Jul. 2019 – Present

Developing new data pipelines to improve accuracy of key business and product metrics hosted on BI platform (Periscope Data) using Python, Redshift, S3 and Airflow

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 efforts

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

Refactored SQL queries to reduce calculation time of essential marketing and product growth metrics (LTV, retention) presented to internal and parent (McAfee) executives

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 by 5%

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

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

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 for 4 high stakes clients

Leadership

Diversity Coordinator — **TunnelBear** //Jul. – Aug. 2019

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

Operations Lead — **Equithon** // Sept. 2018 – Mar. 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