

# Daniel Kwon

## Product Manager

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## Education

### University of Waterloo

B.ASc, April 2022

Systems Design Engineering,  
Option in Management Science

### Relevant Courses

User Research  
Human Factors in Design  
Engineering Design  
Data Structures & Algorithms

## Skills

Data Analysis  
Experimentation  
User Research  
Usability Testing  
Interaction Design  
System Architecture

## Toolkit

JIRA, Confluence, Trello,  
Microsoft Office  
  
Figma, Zeplin, UserTesting  
  
Google Analytics, Tableau,  
Power BI, Google Data Studio,  
Adobe Analytics

SQL, Python, JavaScript, C++

## Awards

### 1st - Product Problem Pitch

Interface redesign plan for  
increased user engagement

### 2nd - Microsoft Product Case

OneNote feature development  
plan for increased Surface sales

## Experience

### Product Manager Intern

Electronic Arts (EA)

May - Aug 2021  
Vancouver, Canada

*Global leader in digital interactive entertainment serving 450M+ players*

- Assumed sole PM ownership of a **15-member** scrum team within **1 month**, evangelizing product vision & delivering mission-critical FY21 features
- Launched a re-subscription feature which increased the subscription rate of churned members by **over 200%** after iterative releases to users
- Wrote **4** product briefs, acquired team buy-in, & collaboratively broke down research & data into clear problem statements for technical solutioning

### Product Manager Intern

President's Choice Financial (Digital)

Sept - Dec 2020  
Toronto, Canada

*Digital-first Canadian bank providing financial services to 3M+ customers*

- Defined and validated a UI optimization to streamline **60%** of user journeys after analyzing Google Analytics data and performing **20+** user interviews
- Managed digital cross sell features, defined enhancements, and managed campaigns to regularly drive **16%** increased traffic to business partners

### Solutions Architect Intern

Cognite AS

Jan - June 2020  
Oslo, Norway

*Norway's 1<sup>st</sup> Unicorn; SaaS leader transforming industrial sectors through data*

- Led the solutioning of a **\$250,000+** data infrastructure contract, later upselling a **\$100,000+** contract for further enhancements
- Eliminated **23%** of client data engineering work, drastically increasing operational intelligence & reducing recurring business costs
- Decreased processing time of data by **88%** by optimizing querying, caching, partitioning, & writing of data with REST APIs & Apache Spark

### Data Engineer Intern

The Globe and Mail

May - Aug 2019  
Toronto, Canada

*Canada's most decorated news outlet; provider of publisher data solutions*

- Launched statistical user journey analysis through the development of data models & visualization methods using Neo4j & Databricks

Previously: Solutions Engineer @ Accedo.tv, Systems Analyst @ Barrick Gold,  
Quality Assurance @ Bombardier

## Projects

### Co-Founder & Lead

16 Weeks (Youtube Channel, Tech Career Development)

02/2019 - Present  
Waterloo, Canada

- Led a team of **12** and managed **32** external partners to produce **35** videos while obtaining **1,100+** subscribers and **90,000+** views

### Lead Organizer

TEDxUW

02/2018 - 03/2019  
Waterloo, Canada

- Led a team of **25** to plan & execute a **500+** person TEDx conference achieving a net promoter score (NPS) of **72** for the University of Waterloo