

daniel kwon

aspiring product manager @uwaterloo

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experience

Data Analyst • The Globe and Mail

May - August 2019

- Developed minimum viable products for detailed **user journey analysis** to obtain quantitative metrics on user behaviour
- Defined and built SQL tables to **enable more efficient querying of commonly asked business questions** regarding website data
- Consulted business stakeholders to **transform requirements into technical specifications** for the design of a funnel analysis table

Lead Organizer • TEDxUW

March 2018 - February 2019

- **Led a 25 person team** to plan and execute the University of Waterloo's TEDx conference for 500 attendees obtaining a NPS of 72
- **Negotiated \$25,000** in sponsorships by pitching business opportunities and managing stakeholder relationships
- Collaborated with sub-team leads to **define timelines and key performance indicators**

Associate Solutions Engineer • Accedo.tv

September - December 2018

- **Empowered client-facing teams** by allowing them to contribute to product roadmapping decisions through the implementation of a product feature request process in JIRA
- **Analyzed customer trends** by creating data visualizations on previous client engagements using Google Data Studio
- **Decreased pre-sales task completion time by 90%** through automation and process definition

Systems Development Analyst • Barrick Gold

January - April 2018

- **Enabled non-technical business analysts to access database information** by automating SQL queries via an on-demand report generation tool in Oracle BI
- **Gathered requirements, created prototypes, and evaluated feasibility** for the custom configuration of a CRM tool intended to track relationships with mine site communities
- **Designed user interfaces and performed usability tests** on a mobile implementation of an inventory management software

skills

product

Data Analytics • Prototyping • Personas • UI/UX Design • Usability Testing • User Research

tools & technologies

Figma • Adobe Creative Suite • Axure • Balsamiq

SQL • Python • Spark • C++ • JavaScript • HTML/CSS

Tableau • JIRA • Git • Microsoft Office

education

University of Waterloo

BASc, Systems Design Engineering
Expected April 2022
3.9 GPA

Courses:

- Data Structures & Algorithms
- Human Factors in Design
- Design, Systems, and Society
- Economics of Design
- Probability and Statistics

awards

1st • Product Problem Pitch

- UI/UX redesign to increase user engagement based on data analysis and user-centred design principles

2nd • Microsoft Case Competition

- Feature addition for OneNote to increase sales of Surface products to post-secondary markets

hobbies

Youtube Creator

- www.youtube.com/16weeksofinternships

Ski Instructor

Photographer