

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 1st 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