David Herrington

Product Manager | Analyst | Engineer

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Professional Experience

Product Manager | ZenduIT | Mississauga, ON *Sept 2020 - Present*

- Product owner of [ZenduMaps](#), a vehicle mapping software used by 10,000+ vehicles
- Head of R&D team, leading business evaluations of new ideas. Responsible for bringing in **three new technologies** to the company and managing them from concept to launch
- Managed the creation of user stories, personas, wireframes, medium/high-fidelity prototypes, and product roadmaps. Successfully **rolled out over 50 product features**

Product & Sales Manager Intern | Top Hat Robotics | Kitchener, ON *Jan – Apr 2020*

- Utilized targeted sales data to improve reply percentages on campaigns *by 230%*
- Created product idea from scratch and pitched it to CEO, successfully managed product from concept to launch
- Presented idea to 15 towns and cities across Ontario, leading to a **300% increase in sales**

Process Improvement Analyst Intern| Wellwise| North York, ON *May – Aug 2019*

- Assigned Project Manager of CPAP Trial Project, responsible for 14 stores and ~1000 assets
- Documented warehouse inventory processes and successfully implemented adjustments to improve efficiency of rental program while eliminating process errors
- Designed and created automatic ordering sheet with VBA, improving the picking and ordering process time at a store level *by 500% weekly*

Process Engineer Intern| North Star| St. Thomas, ON *Sept – Dec 2018*

- Performed in-depth analysis of assembly lines, using Autodesk Process Analysis to evaluate flow*, successfully justifying an $800,000 purchase with raw collected data*
- Utilized VBA to automate data collection and sorting, creating effective line balancers
- Solved heat transfer problems of vinyl lengths using Thermodynamic processes

Teaching Assistant | University of Waterloo| Waterloo, ON *Jan 2018 – Present*

- Provided marking & instructional support to 870 students in PD21 & PD1
- Created two excel documents using VBA to *save 20 hours per week of TA wages*
- Rehired as part-time marker, marking roughly 90 assignments per week

Security Administrator Intern | TDSB | Etobicoke, ON *May – Aug 2017*

- Created detailed Visio diagrams and constructed multiple RFQs
- Used Adobe Illustrator to design security posters *viewed by 240,000 TDSB students in schools*

Internal Infrastructure Specialist Intern | T4G| Toronto, ON *May – Dec 2016*

- Managed Active Directory, SharePoint, and Microsoft Exchange servers on a local database

Extracurricular Experience

Creator| [Seer Solutions](#) | Waterloo, ON *2017 – Present*

- Created a prototype of a universal mechanical hair fading attachment for hair clippers
- Building gift giving platform to update and track secret santas, wedding registries, etc.

Vehicle Dynamics Engineer |WATonomous *Sept – Dec 2017*

- Assisted as a team member to simulate vehicle dynamics with Simulink

Education

Degree:
Honours B.A.Sc,
Management Engineering,
University of Waterloo.

GPA (3A – 4B): **3.7 *(81%)***
Graduation: **April 2021**

Certificate (WIP):
Digital Product Management,
Modern Fundamentals,
University of Virginia

Skills

Tools:
- MySQL
- Excel
- JIRA

Data Analytics:
- Python
- SQL
- R

Frameworks
- Six Sigma
- Kanban
- Scrum

Languages
- HTML/CSS
- Java
- VBA

Design
- Adobe Photoshop
- Adobe Illustrator
- Figma, Moqups
- Inventor

Interests

- Automobiles (Jeeps)
- Stocks/Investing
- Weightlifting
- Travelling
- Football
- Chess