

# Dudon Wai

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**OBJECTIVE:** Change the world for the better by building high-impact, high-reach products that users love.

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## AREAS OF EXPERTISE

### PRODUCT MANAGEMENT

Vision Setting • Market & Customer Research • Strategic Planning • Collaboration with UI/UX • Agile/Scrum Ownership • New Product Development & Launch

### MARKETING & SALES

Business Development • Technical Sales • Pricing & Positioning Strategy • Content • Social • Advertising • Growth • Public Speaking

### MACHINE LEARNING & DATA SCIENCE

Supervised • Unsupervised • Reinforcement • Data Processing & Feature Selection • Std. Deviation • Variance • Confidence & Significance • Model Maintenance

### LANGUAGES, DATABASES & CLOUD

Languages: Python • Java • HTML/CSS  
Databases: NoSQL • PostgreSQL • XML • JSON  
Cloud: Google Cloud Platform • AWS • Azure

### ENGINEERING DESIGN

Technical Specification • Safety & Regulatory • Budgeting • Scheduling • Operations

## EDUCATION

### GEORGIA INSTITUTE OF TECHNOLOGY

#### MS IN COMPUTER SCIENCE

Attended 2017 | Online  
Specialization: Machine Learning

### UNIVERSITY OF WATERLOO

#### BS IN MECHANICAL ENGINEERING

Grad April 2014 | Waterloo, ON  
Specialization: Management Science

## CERTIFICATIONS

**UDACITY** | CS, Statistics, Machine Learning  
**ONE MONTH** | Python, Rails, Growth, Startups  
**GOOGLE ADWORDS** | Certified: dudonwai  
**SILICON VALLEY BUSINESS REVIEW 2015**  
Growth Hacking via Andrew Chen, Brian Balfour

## INVOLVEMENT

**NEXT CANADA** | Recruitment & Ambassador  
**CDL Rockies 2018** | Startup Accelerator  
**NEXTAI 2017** | Startup Incubator for AI  
**SHELL ECO-MARATHON 2016** | Operations  
**CALGARY DROP-IN CENTER** | Shell Sponsor

## WORK EXPERIENCE

### Canvass | PRODUCT MANAGER | [Canvass.io](http://Canvass.io)

Jan 2019 – Present | Toronto, ON

Canvass is a software startup for building ML-based solutions in industrial applications. As the first product hire, led initiatives to balance engineering and sales & marketing to focus the target user, market and develop a coherent strategy to enable other Canvass functions. Initiatives include better requirements, product vision briefs, design sessions, recorded demos, interviews and testing.

### UNSIST | CO-FOUNDER & CEO | [NEXTAI 2017](http://NEXTAI 2017) | [CDL 2018](http://CDL 2018) | [Unsist.com](http://Unsist.com)

Feb 2017 – Jul 2018 | Toronto, ON and Calgary, AB

Co-founded a data science startup to improve decision-making for capital intensive Oil & Gas projects. Conducted market and customer research, completed data projects for 3 clients (company sizes \$10M-\$1B), and developed 2 software products.

### PETRORECRUIT | CO-FOUNDER & UX | [PetroRecruit.com](http://PetroRecruit.com)

May 2015 – Feb 2017 | Calgary, AB

Built a talent webapp in Ruby. Product spec and implementation of resume upload and job post aggregation. Focused on UX for employers, recruiters and applicants.

### GREYADV | CO-FOUNDER & CEO | [GreyADV.com](http://GreyADV.com)

Nov 2015 – Dec 2016 | Calgary, AB

Led WordPress and HTML/CSS web development firm partnering with SMBs in oil & gas and e-commerce industries. Sponsored website and startup workshops for businesses and members of the local Calgary community at Work Nicer coworking.

### SHELL CANADA, ABC GROUP, MAGNA INT'L, DOFASCO | MECHANICAL ENGINEER

Sep 2009 – Feb 2017 | Toronto, ON, Calgary, AB and Hamilton, ON

Broad experiences in petroleum, automotive, manufacturing and steel industries across a variety of roles from management, design, field operations to QA.

## PROJECT EXPERIENCE

### GOOGLE DESIGN SPRINT FOR USER ONBOARDING – CANVASS

Co-led a 1-week [Design Sprint](#) with a Google advisor. Facilitated problem definition, “Ask-the-Expert” interviews, idea generation, solution selection, mockup development in Figma, and testing with 6 real users.

### DEVELOPMENT OF DATA PLATFORM AND SERVICES PORTAL – UNSIST

Interviewed 10+ potential users, iterated on wireframes, mockups and MVPs, deployed [Energy Data Platform](#) and [Unsist Computing](#), improving the product based on usage.

### FREELANCE WEB DEVELOPMENT – GREYADV

Reached out to 1000+ SMBs through 4 email campaigns. Bid for 10+ projects, awarded 4 and executed as lead developer. Provided [web dev workshop](#) to first-time founders. Projects: [Okotoks Farmers Market](#), [Stable Legs](#), [PetroRecruit](#).

### DRILLING OPERATIONS KPI TRACKING – SHELL

Designed and executed drilling operations \$50M+ annually. Integrated SQL database and SAP to analyze real-time drilling data for cost benchmarking and reporting

### PREDICTIONS WITH WEKA – GEORGIA TECH

Independently explored UCI datasets for letter recognition and American census data, to understand the behaviour and applications of various machine learning algorithms.  
*Supervised:* Decision Tree, kNN, ANN, SVM. *SL:* [Letter Recognition & Adult Income](#)  
*Unsupervised:* k-means, EM, PCA, ICA, RP, IG. *UL:* [Letter Recognition & Adult Income](#)