

# Dudon Wai

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**SUMMARY:** Strategic and proactive product manager with a passion to delight users with high-impact, high-reach products.

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## AREAS OF EXPERTISE

### CUSTOMER INSIGHT

Customer Success & Pre-Sales Support •  
Customer Interviews • User Testing •  
User Personas • User Journey Mapping •  
Wireframes & Mockups • Iterative Design •  
ETL • Data Science • A/B Testing

### PRODUCT STRATEGY

Lean Business Model Canvas •  
Market Research • Vision Setting •  
Thematic Roadmaps • Pricing & Positioning •  
Content Marketing & Social

### INFLUENCING PEOPLE

Stakeholder Management •  
Leadership Buy-In • Motivating Teams •  
Public Speaking

### PRODUCT EXECUTION

Scrum Sprints & Standups •  
Backlog Ownership & Prioritization •  
Demos & Retrospectives • Product Launch •  
QA & Acceptance Testing •  
Web Development • Growth

## 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  
**REFORGE 2015** | Growth Hacking in SV

## 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** | Volunteer

## WORK EXPERIENCE

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

Jan 2019 – Present | Toronto, ON

Canvass is a software startup for building ML-based solutions for manufacturers. As the first product hire, led initiatives to balance engineering and sales & marketing to focus the company strategy. Initiatives include requirements gathering processes, product vision briefs, design sessions, recorded demos, customer interviews and user testing. Grew data uploads by 13% and model usage by 21% month-over-month in 2019.

### 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

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, and offered website and startup workshops for businesses.

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

## RELEVANT PRODUCT EXPERIENCE

### AUTOMATIC FORECASTING TEMPLATE – CANVASS

Enable manufacturing experts to easily build ML models to forecast equipment performance. Redefined the user persona and value proposition, and led the redesign of a no-code UI template, from roadmap to QA testing.

### DATA VISUALIZATION FEATURE – CANVASS

Enable manufacturing experts to visualize trends and distributions for machine data to inform decisions. Gathered requirements and defined MVP for a subset of data. After implementation, collected feedback and extended functionality to full datasets.

### GOOGLE DESIGN SPRINT FOR USER ONBOARDING – CANVASS

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

### 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](#).