

Eric Sun

647-987-4338 | esun23@uwo.ca | ericsun.me | github.com/esun1999

EDUCATION

Western University

Bachelor of Science in Computer Science

London, Ontario

Expected Apr 2021

- **GPA:** 3.8/4.0 (Dean's Honor List)
- **Relevant Coursework:** Data Structures & Algorithms, Information Systems, Business Analysis
- Leadership role on campus accelerator, helping start-ups progress from product ideation to launch

WORK EXPERIENCE

Shoelace

Product Intern

Toronto, Ontario

Apr 2019 – Aug 2019

- Developed user personas from analyzing onboarding and app data. Resulted in sales process improvements and insight into market opportunities, leading to product positioning pivot
- Forecasted revenue & churn to inform product pricing decisions, resulting in a 10% increase in MRR
- Led company-wide data project to optimize processes and shift to data-driven decision making
- Produced churn and market sizing analysis for Series A pitch deck, leading to a successful round
- Led Q3 product roadmap with PM by interviewing stakeholders, holding Q2 retro, and prioritization
- Created onboarding product tour and in app feature announcements to increase app engagement

Wave

E-Commerce Manager

San Francisco, California

Jun 2018 – Aug 2018

- Singlehandedly developed, designed and maintained online Shopify storefront
- Led all marketing efforts including email campaigns, Facebook retargeting, copy, and branding
- Researched and A/B tested various product sourcing models and strategies
- Analyzed data on site traffic & advertising campaigns for pricing and operational decision making
- Bootstrapped to 35,000+ store sessions & 90+ orders

PROJECTS

Personal Website (HTML, CSS)

Jun 2019 – Aug 2019

- Web application used as a personal profile and resume
- Responsive design using CSS, Bootstrap and media queries

Freestyle (Kotlin, Android)

Jun 2019 – Aug 2019

- Enables users to practice freestyle rapping via a round timer and random word generator
- Retrieved data from Wordnik's Random Word API; used async tasks for request handling
- Developed using MVVM architectural pattern
- Libraries: Retrofit, GSON, Kotlin Coroutines, Material Design

Tabata Timer (Kotlin, Android)

May 2019 – Jun 2019

- Simple timer made for custom Tabata (high intensity interval training) workouts
- Developed using MVVM architectural pattern and Factory Method design pattern
- Implemented persistent data storage and asynchronous programming concepts
- Libraries: Room, Kotlin Coroutines, Material Design