

Eric Sun

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EDUCATION

Western University

Bachelor of Science in Computer Science

London, ON

Expected Apr 2021

- **GPA:** 3.8/4.0 (Dean's Honor List)
- **Relevant Coursework:** Software Engineering, Information Systems, Business Analysis
- **Skills:** Product Management, Data Analysis, User Research, Scrum, Mobile Development

WORK EXPERIENCE

Microsoft

Program Manager Intern

Vancouver, BC

Jan 2020 – Apr 2020

- Led full product development cycle for a dual-screen consumer application (pending launch)
- Guided product vision and roadmap through stakeholder meetings, sprint planning, prioritization
- Conducted thorough user interviews & user testing to inform product decisions
- Wrote internal and external documentation to guide first and third-party developers & designers
- Approval from executives including Panos Panay (CPO) to have our app pre-installed on devices

Shoelace

Product Intern

Toronto, ON

Apr 2019 – Aug 2019

- Prepared cohort analyses and other reports from app & customer data. Resulted in sales process improvements and insight into market opportunities, leading to product positioning pivot
- Led company-wide data project to optimize processes and shift to data-driven decision making
- Produced churn and market sizing analyses for Series A pitch deck, leading to a successful raise
- Created onboarding product tour and in app feature announcements to increase app engagement

Wave

E-Commerce Manager

San Francisco, CA

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

VOLUNTEER EXPERIENCE

CodeLabs

Mentor

Remote

Jul 2020 – Aug 2020

- Guided mentees through a technical project to provide engineering experience despite COVID-19

Western Entrepreneur Association

Technical Mentor

London, ON

Jan 2019 – Apr 2019

- Leadership role on Western's start-up accelerator, helping founders progress from ideation to launch

PennyDrops

Instructor

London, ON

Sep 2018 – Apr 2019

- Taught the basics of financial literacy to elementary school students at Al-Taqwa Academy