Eric Sun

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Education

Western University - London, Ontario   2017-present
Bachelor of Science - Honours Specialization in Computer Science
- Major GPA: 3.8/4.0 (Dean's Honor List)
- Leadership role in on-campus accelerator, helping start-ups transition their product from ideation to launch

Experience

Shoelace - Toronto, Ontario   Summer 2019
Product Intern
- Forecasted revenue and churn to inform product pricing decisions, leading to a 10% increase in MRR
- Developed user personas from analyzing onboarding and app data. Resulted in sales process improvements and insight into market opportunities, leading to product positioning pivot
- Led interdepartmental data project to optimize internal processes and shift to data-driven decision making
- Analyzed churn and market sizing pieces for Series A pitch deck, leading to a successful 7 figure round
- Led Q3 product roadmap with PM by interviewing stakeholders, holding Q2 retro, and RICE prioritization
- Created product onboarding and feature announcements, leading to X% increase in app engagement

Wave - San Francisco, California   Summer 2018
eCommerce Manager
- Singlehandedly developed, designed and maintained online Shopify storefront
- Led all marketing efforts including email campaigns, Instagram & Facebook retargeting, copy, 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 33,000+ store sessions & 90+ orders

Projects

Freestyle (Kotlin, Android)   Summer 2019
- Full stack Android app used to practice freestyle rapping
- 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)   Summer 2019
- Full stack Android app used for 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

Personal Website (HTML, CSS)   Summer 2019
- Web application used as a profile and resume
- Responsive design using Bootstrap and media queries

Skills
- Java, Python, Kotlin, Azure DevOps, SQL, MongoDB