

# JENNELLE WONG

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## DEVELOPMENT

Android / Java / C  
Systems Design + Architecture  
Embedded + IoT Integration  
Mobile Analytics (Flurry, Firebase)

## UX DESIGN

User Research + Data Analysis  
A/B Testing  
Rapid Prototyping  
Sketch / Balsamiq  
Invision / Flinto / Origami

## MECHANICAL

Hardware UX Design  
Design for Manufacturing (DFM)  
SolidWorks / AutoDesk Inventor

## PROJECTS

### AMAZON DASH REMOTE

Turn any Amazon Dash button into a remote for your smartlights.

### ANNEX

A garage monitor with a web portal to control garage doors and provides a live-stream feed.

Featured Instructable and more at:  
<http://jennellew.com/annex>

## EDUCATION

BASc - Honours  
Mechatronics  
Engineering (Co-op)

University of Waterloo  
2010-2015

I specialize in crafting clean and thoughtful experiences for IoT and consumer products. I've delivered key hardware and mobile features to Nanoleaf's Remote + Canvas product launches; currently developing a B2B product line.

You can also find me on [Thingiverse](#) and [Instructables](#).

## EXPERIENCE

### LEAD PRODUCT DEVELOPER

**Nanoleaf** | Toronto, Ontario + Shenzhen, China | Dec 2017 - Feb 2019

- Drove product R&D for CES 2019 unveiling; led and executed user research efforts to aid strategic B2B product development
- Delivered early units for 3 new products to expand company's \$22M product line into B2B and commercial revenue stream
- Revamped user flow to foster desired behaviour, increasing user action success rate 3x while reducing page session time by 22%

### PRODUCT UX DESIGNER + MOBILE LEAD

**Nanoleaf** | Toronto, Ontario | Feb 2017 - Dec 2017

- Spearheaded major app redesign, leading to highest-rated app in OEM smartlight category (iOS 3.0 to 4.5★, Android 2.8 to 3.8★)
- Designed hardware and cloud APIs for mobile client integration + state machine syncing
- Established design and mobile practices, mentored co-ops, managed day-to-day mobile dev duties

### ANDROID DEVELOPER (CO-OP)

**Wattpad** | Toronto, Ontario | Sept 2014 - Dec 2014

- Implemented in-app purchase effort with A/B testing for \$400k revenue channel in Wattpad's 17M+ Android users (rated 4.5★)
- Minimized follow-up to user-reported bugs by 22% through redesigned low-resource async logger + internal tool
- Analyzed Android cross-device benchmarking, identifying areas of improvement for EOQ development roadmap

### SOFTWARE ENGINEER INTERN (ANDROID)

**if(we)** - formerly Tagged | San Francisco, California | Sept 2013 - Dec 2013

- Delivered EOQ revenue goal of \$500k by increasing mobile site ad exposure by 7x
- Wrote and shipped production-grade features and patches to 7+ million browser user, 1.2M+ active Android users (rated 4.1★)
- Pitched and developed Tagged Tag as an effort to gamify social networking during quarterly hackathon

### MOBILE PAYMENTS ENGINEER INTERN

**Visa Inc.** | Foster City, California | Jan 2013 - Apr 2013

- Interfaced smartcard + NFC tech stack in partnership with Samsung to accelerate global mobile payment availability for Mobile World Congress 2013 debut
- Owned and prototyped two strategies for merchant marketing in mobile payment landscape for Visa payWave Mobile

### JR. PRODUCT MANAGER (CO-OP)

**Communitech** | Kitchener, Ontario | May 2012 - Aug 2012

- Refined product concepts through user flows + imockups for web and mobile ventures for SMEs and first-time entrepreneurs
- Generated user stories and technical documentation for clients to engage investors + 3rd-party development agencies