

Jenny Shen

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EDUCATION

University of Toronto, Bachelor of Information, UX Design & Information Technology Graduation: May 2024

Award: Dean's List Scholar for Academic Excellence (2022)

Courses: Designing Interactive Systems (UX/UI), Data science, Computational Reasoning, Data Visualization

PROFESSIONAL EXPERIENCE

Information Management Intern, *Innovation, Science, Economic and Development Canada* January – April 2023

- Collaborate with developer and designers to improve the user experience and management of BizPaL website.
- Developed and managed databases for permits and licenses within Canada, proactively identifying and correcting broken links of business permits and licenses each week, resulting in a significant reduction of broken links by 95%.
- Applies agile approach to perform data transformation and conduct quality assurance testing to ensure accurate information and control across all assets.

Content Marketing Intern, *MaRS Discovery District*, Toronto Canada May – August 2022

- Conducted market research and presented a 10-page report on an integrated marketing strategy to the leadership team and stakeholders, earning praise from senior executives for the excellent work.
- Collaborated with a designer to prototype and launch Innovation Consulting's landing page, conducted A/B testing, and usability testing, driving iterative improvements that increased the user click-through rate by 20%.
- Utilized Asana tools to prioritize product features and effectively balance business needs with customer requirements, ensuring the successful launch of the website.

Digital Specialist, *University Health Network*, Toronto Canada September 2021 – April 2022

- Co-led a cross functional team to improve content effectiveness by producing high-quality marketing strategy reports and developing vision, strategy, and roadmaps, which resulted a 25% user exposure increase.
- Defined and oversaw website development, collaborating closely with designers and full-stack developers to prioritize MVP development and plan for future iterations, resulting in the successful launch of the website within 6 months.
- Conducted analysis on competitor and industry trends, collated Google Analytics report, and YouTube Analytics for the Data Analytics team, which streamlined process management by 10%.

LEADERSHIP & PROJECT

Innovation Hub, Design Researcher September 2022 – February 2023

- Collaborated with a cross-functional team of 4 to conduct user-centric research for design sport and recreational spaces for the students with disabilities using a peer-to-peer model.
- Translated insights from 5 empathy-based interviews, collaborative ideation, stakeholders, and students' feedback to develop a vision-based report for stakeholders. The project impacted over 3500+ students on campus.

University of Toronto BizTech Association, Director of Strategy & Analytics July 2022 – Present

- Manage analytics using Excel, worked with 2 associates to develop data visualization and generate monthly reports.
- Coordinate and lead strategic planning sessions with 6 portfolios to improve and iterate on the content strategy, turning strategy into a quarterly roadmap with 7 goals to execute.
- Analyze and evaluate digital channel performance, making informed decisions based on insights.

Weather Forecast Prototype (Feather), UX Design Principles Course, UofT Sep – Dec 2022

- Conducted 8 user interviews to identify pain points and user needs, which were incorporated into product development as key requirements.
- Oversaw the product plan creation, with a focus on MVP development and future iteration planning, ensuring alignment with user needs and business goals.
- Led the team in effectively pitching the unique app idea and its features to the class, resulting in positive feedback and validation of the product-market fit.

SKILLS

Product Management: Product Roadmapping, User Research, Customer Journey Mapping, Agile Methodologies, User Stories, MVP Development, A/B Testing **Design Tools:** Figma, Balsamiq, Miro, Canva **Project Tools:** JIRA, Asana, Confluence **Technical:** HTML/CSS, Python, SQL, R, Google Analytics