

# JEY JEYAPALAN

## Waterloo Engineer. Product Manager.



JeyJ99  
Jeysquared.com  
sindujey@gmail.com  
jjeypalan  
+1(416) 558-9182  
[Youtube.com/UWPM](https://www.youtube.com/UWPM)

## SKILLS

### Product Management

Agile Methodologies, UI/UX Design  
Design Thinking, Sales, Strategy, Roadmap  
Design, User Research, Prioritization

**Languages:** Java, SQL, Python, R, VBA

**Web:** HTML5, CSS 3, PHP, Bootstrap

**Graphics:** Photoshop, Figma, Axure

**Tools:** Asana, Jira, Trello, Git, Azure

## LEADERSHIP

### President - [Product Vision Club](#)

Managed a team of 40+ students to  
promote and train future generations of pm  
interns via education and community

### Outreach Director- Waterloo Engineering Society

Organized resume critiques, workshops,  
and mentorship programs for 300+ 1<sup>st</sup> year  
students

### Ambassador & Trainer- kw Toastmasters Association

Winner of 2019 Best Prepared Speech

## AWARDS

### PayPal Innovate Contest (2018)

2<sup>nd</sup>/96 teams in case competition for  
emerging technology adoption.

[Pitched Software Solution](#) to PayPal CEO

### Microsoft Alumni Young

### Entrepreneur (2019)

Awarded \$2000 through Conrad School of  
Business for promising work in social  
entrepreneurship.

## EDUCATION

### Management Sciences- Engineering

University of Waterloo -2022

### Relevant Courses

Statistics, Stochastic Models, Algorithms &  
Data Structures, Database Systems

*Entrepreneurship Minor*

## EXPERIENCE

### HomeVyne | Co-Founder + Product Manager



Aug 2019- Present

- Led team to define **product strategy** & develop **AI** platform to help single seniors connect and share unused rooms in their homes
- Won **\$25K** in funding from Velocity, Communitex and Conrad Business Startup Accelerators in **2 months**
- **Managed** 3 software developers, 1 designer, and 2 marketers to define product strategy and MVP as a lean startup
- Interviewed **150+** target users, built use-cases, and conducted **design sprints** to identify pain-points and improve empathy

### IBM Watson | Technical Product Manager



Jan 2019- May 2019

- Led **strategic planning**, market research & **product vision** to enter untapped mobile SPM market projected at **\$1.6B** by 2022
- Conducted **23** interviews with SaaS customers including **Amazon, Salesforce, Gartner** to prioritize roadmap feature decisions
- **Managed** complete **product life cycle**, acting as open-channel of communication between **design** and **engineering** resources for mobile app

### ValidateIT | Product Manager Intern



May 2018- Aug 2018

- Led **user- research** and stakeholder communications to increase **upgrade value**, resulting in **31% increase** in platform subscriptions
- Designed **business plan** for market research product targeted at governmental organizations, uncovering revenue of **\$50k/customer**
- **Streamlined** tracking of complex client configurations, providing new actionable insights into feature usage and product market fit

### Tricontek Inc | Front End Engineering Intern



May 2017- Sep 2017

- **Designed** specifications, created mockups, and coded new company website using HTML generating **43%** more site traffic
- Generated **\$120K** in revenue through collaboration with **electrical, software,** and **design** teams to transition machines from analog to digital touch displays
- Saved **150 hours** monthly through data base development (using **MS Access** and **SQL**) to record orders, track shipping, manufacturing, and assembly in factory

## TECHNICAL PROJECTS

### What's Your Mood?

- Built an activity recommendation app that uses **machine learning** techniques to recommend things to do based on user's current mood state
- Used **logistic regression** models, prediction **algorithms**, and collaborative filtering. Used **D3.JS** for graphing, **Django** for backend, and **AngularJS** for front

### NBA Half-Time Report

- Used **JavaScript, Node.js, HTML, CSS, MySQL** to analyze historical player data of NBA players for the past 15 seasons
- Effectively **queried**, analyzed, and **predicted** future NBA player data, team scores, and shooting percentages to **72% accuracy**
- Created **internal searching tool** that displays relevant stats based upon queries

## INTERESTS

Chess, Soccer, Psychology, Weightlifting, Calligraphy, NLP, Reading