Leon Han

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EXPERIENCE

Associate Product Manager • Vidyard
Sep 2022 – Dec 2022, Waterloo ON

Identifying technical debt on the Video Analytics and Dashboards team using **SQL queries and Looker to build dashboards**, creating a roadmap for an infrastructure revamp and improved developer efficiency.

Product Management Intern • Nearside
Jan 2022 – Apr 2022, San Francisco CA

Implemented instant account funding via debit card, **driving over $165K in deposits within first two weeks of launch**. Led process from 0 to 1; created and executed data-driven growth and fraud control plans for 1 to 100.

Solved operational and fraud concerns surrounding sending checks on a new banking infrastructure, unblocking engineering and design teams.

Sponsorship Coordinator, Product Designer • Hack the North
May 2021 – Present, Waterloo ON

Raised over $100K for the world's largest hackathon, helping fund the event for 1,500+ attendees and establishing new partnerships with leading tech organizations like Stripe, 8VC, ETHGlobal and Warp.

Streamlined the project submission flow by designing a visual interface and form, eliminating submission pain points and processing ~450 submissions.

Drove user research with underrepresented groups to generate insights on making the event more inclusive, **leading to 2 major product initiatives and the creation of a UXR team**.

Product Design Intern • Nearside
May 2021 – Aug 2021, San Francisco CA

Led design of a feature for customers to add, edit, and delete payment recipients, **facilitating over $3M in ACH transfers**.

Spearheaded market analysis and qualitative generative research on account closures, resulting in 3 large-scale features being prioritized.

Product Design Intern • Geotab
Sep 2020 – Dec 2020, Toronto ON

Audited a city snow-plow tracker according to the WCAG guidelines to make accessibility recommendations to the design and engineering teams.

EDUCATION

University of Waterloo,
BASc, Systems Design Engineering
Sep 2019 – Apr 2024

Courses: Human Factors Engineering, Data Structures and Algorithms (C++), Probability and Statistics, Digital Computation (C++)

SKILLS

Tools: Mode, Excel, Figma, Looker, Heap, Amplitude, Jira

Product & Design: Systems thinking, data analysis, selling, product strategy, user empathy, user research, design systems, prototyping

Development: SQL, JavaScript, C++, Next.js, HTML/CSS

AWARDS

Semi-Finalist (top 3%)
KP Product Fellowship

3rd Place (out of 900+)
Activision + Adobe Design Jam