Leon Han

leon.han2001@gmail.com
leon-han19.github.io/
linkedin.com/in/leon-han/

EXPERIENCE

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

Solved technical debt on the Video Analytics team by collaborating with engineers to identify 30+ possible opportunities using an OST and **prioritized the 5 most impactful, defining the team's Q1 2023 roadmap**.

Analyzed thousands of customer data points using SQL and Heap for a recently released feature to visualize retention, engagement and adoption.

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

Implemented instant account funding via debit card, **driving over $165K in deposits within the 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.

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

Sponsorship Director • Hack the North
Feb 2022 – Present, Waterloo ON

Leading a team of 6 to raise $XXX,XXX and partner with ~50 sponsors, helping fund the event for 1,500+ attendees and establishing new relationships with leading tech organizations like Stripe, 8VC, YCombinator, and Warp.

Managed crucial day-of-event logistics **communication to 450+ sponsor reps** and served as the primary advocate for the sponsor experience internally.

Product Designer • Hack the North
May 2021 – Jan 2022, Waterloo ON

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**. Worked with frontend engineers to **create 10+ new components**, focusing on reusability.

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