

Lily Tao

3A Systems Design Engineering

lilytao.me

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Product & Design

OKRs & KPIs
Data Analytics
Competitive Analysis
Product Life Cycle
PRDs
User Research
Personas
User Stories

Tools

Amplitude
GCP
Firebase
JIRA
Confluence
Excel
Github
Figma
Sketch
Adobe CC

Software

SQL
Golang
Java
C++

Education

University of Waterloo
BAsC. Systems Design
Engineering 2024
- 3.8/4.0 CGPA
- Human Factors in Design
- Engineering Prototyping

Interests

Oil Painting
Portrait Drawing
Film Photography

Experience

Product Manager | Ecobee

Jan – Apr 2022

Authored six Product Requirement Documents, defined KPIs, and identified analytics to translate OKRs into executable strategies, collaborating across engineering, design, data, and product teams

Owned discovery (Amplitude & Google Analytics) and defined requirements for a device upsell feature, predicted to improve trial retention rate by 20%

Defined an improved intrusion escalation sequence, decreasing false intrusion alarms by over 30% and increasing NPS by 5 points

Conducted 20 A/B usability tests for mobile UI/UX revamp with user research team; launched new features, increasing CSAT score by 13%

Lead Product Manager | entrepreneurship@UBC (IRLY Dating)

Dec 2021 – Current

Leading a team of 7 software developers and designers in the creation of a novel social media application estimated to scale to 100K+ users post beta launch

Defined key features and product roadmap to present to investors, acquiring \$500K in funding

Backend Developer | Ecobee

May – Aug 2021

Owned migration from XML to Protobuf, reducing bandwidth usage by 50%; authored and presented an RFC document communicating the technical specifications to a team of 10 engineers

Implemented a gRPC microservice that ensures a 98%+ match rate with legacy database using Golang, deployed to 2.7 million Ecobee devices

Product Manager | Year Zero Studios

Sept – Dec 2020

Led product development and UX/UI design by facilitating weekly design sprints, amassing 1000+ unique users since Nov. 2020 public release

Drove product design and devised a go-to-market strategy for a scheduling platform projected to improve scheduling and transaction efficiency by 80%

Projects

My Film Journal

ReactJS, MongoDB, Express, NodeJS

Designed and programmed full stack application that allows film photographers to keep track of their photography settings