

# Nishka Shah

[n27shah@uwaterloo.ca](mailto:n27shah@uwaterloo.ca) | (647) 450-2945 | [Portfolio](#) | [LinkedIn](#)

## EDUCATION

### University of Waterloo

Bachelor of Applied Science in Management Engineering (3rd Year)

Sept 2023 - Apr 2028

Relevant Coursework: Engineering Economics, Optimization (Operations Research), Stochastic Models and Methods, Data Structures & Algorithms, Databases and Software Design, Introduction to Machine Learning

## WORK EXPERIENCE

### Canadian Imperial Bank of Commerce (CIBC)

Research & Strategy Co-op, Enterprise Innovation - Technology, Infrastructure and Innovation

Sept 2025 – Dec 2025

- Curating and presenting weekly “TechLens” newsletters, analyzing market-moving news (e.g. Big Tech events, earnings calls, funding rounds) and distilling implications for financial services and emerging tech strategy
- Building an automated research workflow to monitor AI and tech innovation signals across 10+ media sources; auto-tagged emerging themes (e.g., LLMs, partnerships, regulatory moves) to help Innovation leads distinguish short-term hype from actionable shifts
- Developing stock reaction visualizations by linking earnings calls to post-announcement price changes, helping identify early indicators of market sentiment shifts

### Toronto Transit Commission (TTC)

Systems Integrator Co-op, CIO's Office

Jan 2025 – Apr 2025

- Conducted a [case study](#) for automating intranet migration (SharePoint 2016 to Online); developed an implementation roadmap that reduced deployment timeline by 5 months
- Executed Power Automate workflows for bounce-back tracking of 4000+ emails, reducing data entry time from ~2 mins to under 10 secs during ERP transition from IFS to SAP Ariba
- Resolved ServiceNow tickets and facilitated User Acceptance Testing sessions with clients, presenting mock-ups and translating business needs into technical solutions
- Supported development of a change management strategy for DOS to HASTUS migration, addressing resistance from unionized teams and aligning changes with compliance and labor policies

### LVM Tech

Business Development Coordinator Co-op

May 2024 – Aug 2024

- Pitched tailored mobile workforce solutions to 40+ business owners and C-suite executives daily
- Tracked and reported KPIs using Excel dashboards and Power BI, identifying lead conversion rates, drop-off rates, and client engagement patterns
- Collaborated with account managers to identify bottlenecks in the client on-boarding process and redesign intake workflows, resulting in a 30% reduction in lead-to-close time

## ACTIVITIES

### Benjamin Moore Appleby North Paint

Digital Growth & Strategy

May 2025 – Present

- Leading digital strategy refresh across Google Business, local SEO, and social media, increasing web traffic by 35%
- Creating a CRM strategy for follow-up with commercial clients, including automated email sequences and feedback capture, to improve repeat business and customer retention
- Conducting customer segmentation to differentiate contractor vs. consumer purchasing behavior; tailoring marketing based on key motivators like bulk pricing, curb-side pick-up, and loyalty programs

### Habits for a Better World

UX Researcher/Developer

Jan 2025 – Present

- Working with researchers and developers ensuring seamless integration of UX insights (ex. Motivational triggers and user value alignment) into the development cycle for a film initiative led by Karel Vrendenberg, former IBM Global VP of UX Research
- Contributing to user journey mapping and experience design, ensuring alignment between target behaviors and digital touchpoints across the initiative’s website and engagement tools
- Redesigning key sections of the site based on UX feedback, increasing content interaction time by an estimated 25% through integrating an AI chatbot to guide post-film reflection

## SKILLS

- Technical:** Python, JavaScript, SQL, R, Excel (VBA), Power BI, SharePoint, HTML/CSS, JIRA, Power Apps, MS Office Suite
- Strategy:** Agile, Stakeholder Management, Change Management, Market Research, Data Storytelling, UX Research