NATHAN KOO

CAPM – Certified Associate in Project Management - PMI

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Work Experience

GreenBricks - **Product Lead** - Waterloo, ON   **Jan. 2020 – Present**
- Led **user research** initiative by **contacting** UWaterloo Waste Management and Sustainability at UWaterloo, learning about waste management cycle and translating requirements from **business to technical for engineering team**
- **Drove product roadmap** by identifying key brick features such as strength, temperature control, and sustainability level
- Introduced **Agile/Scrum** methodology using Trello to team of 7 engineers and execs to **organize launch of first prototype**
- **Pitched at Social Impact Fund**, winning People's Choice Award and raising $1000 of funding

OntarioMD - **Project Co-ordinator** - Toronto, ON   **May 2019 – Aug. 2019**
- **Redesigned** product webpage to **optimize time** spent looking for key product information by **25%**
- Documented and led website **redesign project** from start to finish, starting with **requirements analysis** and wireframing, then finishing with proposal pitch to successfully pass project to developer implementation
- Conducted 8 iterations of **A/B testing** by iteratively presenting mock-ups to physicians and colleagues, gathering data and feedback to **enhance user experience**
- Worked **cross-functionally** with communications, marketing, and development teams to perform a needs analysis that ensured all customer and internal needs were met

OMERS - **IT Projects Analyst** - Toronto, ON   **Sept. 2018 – Dec. 2018**
- Led a CRM data cleanse project to improve data quality, cutting **data query time by 50%**
- Reimagined CRM data hierarchies to correctly map companies and their subsidiaries among **23,000 data entries**
- Consolidated data issues into 3 main discrepancies using **Excel** Vlookup functions and pivot tables, then **communicated** key project findings to manager

Veriday Inc. - **Quality Assurance Analyst** - Mississauga, ON   **Jan. 2018 – April 2018**
- Prioritized backlog of **stories and tickets** using JIRA to track developer progress resulting in **20% more tickets** completed
- Highlighted and presented product weaknesses at daily **Scrum**, improving **user experience** by reducing the time required to navigate the website creator (main product) by **10%**
- Led onboarding for training new hires to navigate and test company product by the second month of work

Extracurricular Activities

President - **University of Waterloo Entrepreneurship Society** - Waterloo, ON   **Sept. 2019 – Present**
- Identified term goals for **4 teams**, overseeing their completion and **cross-functional integration**
- **Developed partnerships** with Conrad School of Business Entrepreneurship and St. Paul's Greenhouse, **raising $1500**
- **Managed relationships** by meeting and collaborating with external partners (Velocity, Conrad, St. Paul's Greenhouse, & Renison College) to inform insights for **stakeholder requirements** and alignment towards organization's mission

SortRight - **Hult Prize at the University of Waterloo** - Waterloo, ON   **Nov. 2019 – Jan. 2020**
- Led product pivot to focus on data collection for artificial intelligence, creating 3 more potential customer markets
- **Prototyped MVP** on Waterloo campus by partnering with Zero Waste UW and replacing a food court recycling bin, **reducing waste contamination by 20%**
- Advanced to Hult Prize Semifinals, pitching to an audience of 60 entrepreneurial enthusiasts and finishing fourth of 8 finalists

Projects

Project Janus – UW Entrepreneurship Society   **Sept. 2019 – Present**
- Led cross-functional teams to conduct **user interviews**, informing **product specifications and execution strategy**
- **Designed wireframe** for extra website page MVP to assess if customer needs were met and gauge consumer interest
- Pitched project to Engineering Society to raise $500 by **highlighting value** provided to engineering students

Air Hockey Game (https://github.com/nthnk/airhockeygame)   **May 2019 – July 2019**
- Technology enthusiast: **learned** JavaScript online to design UI and develop 2-player air hockey game

Education

University of Waterloo - Honours Health Studies with Minor in Business, Entrepreneurship & Technology   **2016 – 2021**
- Currently taking CS 115 – Computer Science Fundamentals: finished top 20% of class of 200 on midterm