# Sienna Wishart

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## SKILLS

**Programming**
C++, React, Python, Arduino, SQL, HTML, CSS, VBA

**Product**
Usability Testing, Personas, User Research, Stakeholder Interviews, Prototyping

**Design**
Axure RP, Figma, InVision

## EDUCATION

**University of Waterloo**

BASc, Systems Design Engineering, Sep 2017 - Apr 2022

Relevant courses: Data Structures and Algorithms, Digital Systems (including microcontrollers), Human Factors in Design

## CERTIFICATES

Introduction to Human-Centered Design, +Acumen

Grade 9 Violin, Royal Conservatory of Music

## INTERESTS

Travelling, bouldering, cooking, volleyball

## EXPERIENCE

### Group Benefits Digital Product Co-op

Manulife Financial, Kitchener, ON                    *Jun 2019 - Aug 2019*

• Digitized existing Personal Life insurance application to be re-purposed for 7 other products using user-centered design methodologies, contributing to an increase in sales by 30% over the next 5 years
• Re-designed the current Plan Member site using web analytics, stakeholder interviews, and Axure RP to establish a basis for future development, impacting over 6.4M plan members
• Updated triggered communications reaching 6.4M Group benefits plan members, collaborating with internal stakeholders across multiple teams

### Application Analyst Co-op

Sun Life Financial, Toronto, ON                    *Sep 2018 - Dec 2018*

• Facilitated the implementation of a database sync tool with a $31,000 budget
• Migrated 106 database users to the new data source, saving $6,600 and 1TB annually
• Coordinated team of employees by running team meetings, managing weekly status updates, and tracking individual tasks and deadlines

### Technical Implementation Specialist Co-op

ACS Athletics, Stouffville, ON                    *Jan 2018 - Apr 2018*

• Assisted professional NBA, MLS, and NCAA coaches with recruiting and inventory management
• Developed SQL scripts in production database to address client data issues, fix duplicate values, and performed ETL pipelining with extracted client data
• Automated standardized processes using VBA scripting to produce worksheets

## PROJECTS

### Poor Posture Detector                    *Jan 2019 - Present*

• Created device using an arduino uno, flexi sensors, and various circuit components to determine when and for how long the user has endured poor posture, encouraging users to maintain better posture

### Shottle                    *Sep 2017 - Dec 2017*

• Designed a specialized, 3D printed bottle to encourage users to stay hydrated, using life-cycle and user-centred design methods

## COMMUNITY

### Operations Lead

Biotechnology and Bioengineering Conference (BioTEC)                    Jan 2019 - Present

• Designing event content, coordinating logistics, and acquiring speakers for an undergraduate conference at the intersection of healthcare and technology, attended by over 200 delegates
• Training 24 volunteers and team members over two sessions to deliver 14 different events

### Design Team Member

ProtoMD                    *May 2018 - May 2019*

• Collaborated with Doctors Without Borders to design affordable, 3D printed medical solutions using OnShape and user-centered design methods for medical professionals abroad