Derek Song

647-686-3810 | dereksong28@gmail.com | twotoque.com | linkedin.com/in/dereksong | github.com/twotoque

EXPERIENCE

UI/UX Designer, Laurier Start-Up Lab   September 2025 - Present
Lazaridis School of Business & Economics at Wilfrid Laurier University   *Waterloo, ON*
- Incoming Fall 2025 co-op position, will collaborate with startup founders to research user needs and design intuitive product flows, wireframes, and prototypes using Figma

Graphics Administrative Assistant, Toronto City Council   April 2024 - Present
City of Toronto   *Toronto, ON*
- Conducted interviews with 15+ residents, surveyed 55+ individuals, and analyzed bike usage data using Python, Pandas, Plotly, Dash, and JSON for City Councillor Jamaal Myers
- Optimized data retrieval through caching and efficient API usage to support scalable performance in an interactive event and dataset map built with React, TypeScript, Flask, Firebase, and the Toronto Open Data API
- Designed 130+ event and policy graphics with Illustrator, Photoshop, and InDesign, and captured 1,200+ photos using DSLR and Lightroom; materials reached 30,000+ households and increased community engagement by 20%
- Assisted in planning, brand development, and marketing major community events, including a 1,000+ attendee community barbecue, park consultation with 450+ residents, and holiday market with 200+ guests & 15+ sponsors

Software Developer and Data Analyst   April 2025 - September 2025
Our Greenway Conservancy   *Toronto, ON*
- Deployed an interactive park route finder to determine shortest-path navigation with Dijkstra's algorithm, using React, Turf.js, TypeScript, and PostgreSQL, with geospatial data processed in QGIS
- Automated web-to-LaTeX pipeline in Python using BeautifulSoup to scrape and generate structured documents reducing report preparation time by 80% and ensuring consistent formatting across 20+ documents
- Led a brand refresh and a heuristic evaluation utilizing Nielsen's principles to meet WCAG standards, resolving 16+ critical pain points identified through stakeholder feedback and accessibility testing
- Developed a reusable HTML/CSS component kit website with documentation to streamline web development

Community Planner   November 2021 - August 2023
TTCriders   *Toronto, ON*
- Analyzed UX data from rider interviews and focus groups to research and design TTCriders' Wheel-Trans and suburban transportation report using Adobe InDesign, visualized on websites built with Next.js and JavaScript
- Made short-form videos using Adobe After Effects and Premiere Pro, several surpassing 6,000+ views, 200+ engagements, and growing web traffic by 15%

PROJECTS

Toronto Census Visualizer | *Python, Pandas, Plotly, Dash, JSON*   July - October 2024
- Created an interactive data dashboard with Plotly and Dash to render 2021 Census data across Toronto's 158 neighbourhoods, using Pandas to process GeoJSON and JSON data

Atomic Search and Decay Calculator | *JavaScript, HTML, CSS*   May 2022 - February 2024
- Developed for GryphHacks 2022, refactored and debugged code in 2024 using modern best practices; published on the Chrome Web Store with 25+ daily users and a 5-star rating

TransitBloom | *Figma, Adobe Illustrator*   December 2024
- Co-led wireframe design and research in a sustainable and accessible transportation app using Figma
- Presented a business case to judges, highlighting market potential; won 2nd place in UX Laurier competition

EDUCATION

Wilfrid Laurier University   Waterloo, ON
Bachelor of Science in Computer Science (Co-op Option), Minor in UX Design   *September 2023 - Present*

TECHNICAL SKILLS

Languages, Tools, and Frameworks: Python (Pandas, Plotly, Dash, Flask), Java, JavaScript, TypeScript, React, C, R, ARM Assembly, HTML, CSS, JSON, WordPress, Docker, DNS, GitHub, Git, QGIS, Firebase, SQL, Visual Basic
Design Tools: Adobe Photoshop, Illustrator, Lightroom, After Effects, Premiere Pro, Acrobat Pro, InDesign, Figma