

Derek Song

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EXPERIENCE

Graphics Administrative Assistant, Toronto City Council <i>City of Toronto</i>	April 2024 - Present
• Designed 130+ marketing, event, and policy graphics with Adobe Illustrator, Photoshop, and InDesign, and captured 1,200+ photos using DSLR and Lightroom; materials reached 30,000+ households and increased community engagement by 20%	Toronto, ON
• Assisted in planning, brand development, and marketing major community events for City Councillor Jamaal Myers, including a 1,000+ attendee community barbecue, park consultation with 450+ residents, and holiday market with & 15+ sponsors	
• Engineered and deployed a scalable Flask interactive event and dataset map integrating Firebase, Google Maps, and Toronto Open Data APIs, with threaded background tasks, Redis caching, and rate-limiting	
• Analyzed bike usage data and surveyed/interviewed 70+ residents using Python and Pandas to inform transportation policy	
Product Designer and Software Developer, Laurier Start-Up Lab <i>Lazaridis School of Business & Economics at Wilfrid Laurier University</i>	September 2025 - December 2025
• Deployed and maintained several end-to-end full-stack platforms, including the Winternship Job Portal, driving a 98% increase in revenue (\$3,400+) , onboarding 137+ students, expanding job supply by 48%, and supporting 120+ positions	Waterloo, ON
• Led user-centred design and usability testing for a BU354 human resources dashboard, validating Figma prototypes with 59 students using t and chi-square tests, implemented findings in a secure backend using Prisma and BetterAuth	
• Built a real-time ingredient recognition system for a grocery store, using TensorFlow, Keras, and Teachable Machine to classify food items and generate complementary product recommendations from a 20K+ transaction dataset.	
• Collaborated with entrepreneurs and directors to design 8+ end-to-end user flows for Elara's PowerBI payroll application, alongside investor-ready pitch assets for a film venture supporting multi-million-dollar funding applications.	
Software Developer and Data Analyst <i>Our Greenway Conservancy</i>	April 2025 - September 2025
• 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	Toronto, ON
• 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 Web Content Accessibility Guidelines (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 and Graphic Designer <i>TTCriders</i>	November 2021 - August 2023
• Analyzed qualitative data from stakeholders, media, and focus groups to produce TTCriders' Wheel-Trans and suburban transportation report, translating accessibility insights into policy-relevant findings.	Toronto, ON
• Created short-form videos in After Effects, surpassing 6K+ views, 200+ engagements, boosting web traffic by 15%	

PROJECTS

Smart Bike Resistance Project <i>TensorFlow, Python, Swift, C++, Raspberry Pi Pico</i>	January 2026 - Present
• Developed an AI-driven IoT controller (Raspberry Pi Pico) for real-time bike resistance automation using TensorFlow Lite trained on 350+ Strava activities, Apple HealthKit activity information, and a reinforced user feedback loop	
Toronto Census Visualizer <i>Python, Pandas, Plotly, Dash, JSON</i>	July 2024 - October 2024
• Visualized interactive demographic insights across 158 Toronto neighborhoods by processing 2,600+ line census dataset	
YUlearn <i>React, TypeScript, PostgreSQL, Next.js, Python, Plotly</i>	March 2025
• Built a full-stack app (3rd place, Lassonde Hackathon); forecasted market potential and enrollment using linear regression	

EDUCATION

Wilfrid Laurier University <i>Bachelor of Science in Computer Science (Co-op Option), Minor in UX Design</i>	Waterloo, ON
GPA: 10.25/12 (3.8/4.0); Clubs: Executive Vice President at UX Laurier · Volleyball · Recreational Dance Team (5 performances)	September 2023 - Present

TECHNICAL SKILLS

Languages & Frameworks: Python (Pandas, Plotly, Flask, TensorFlow, Keras), Java, JavaScript, VBA, R, C, HTML/CSS, TypeScript (BetterAuth, Prisma, React, Next.js, Leaflet), SQL (PostgreSQL,), Assembly, TailwindCSS, PowerBI, Swift
Tools & Platforms: Docker, Firebase, Cloudflare DNS, Git, GitHub, QGIS, WordPress, Supabase
Design: Figma, Adobe Photoshop, Illustrator, Lightroom, After Effects, Premiere Pro, InDesign, Acrobat, Procreate, Agile Design