

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 using Adobe Photoshop, Illustrator, and InDesign for City Councillor Jamaal Myers; materials reached 30,000+ households and increased community engagement by 20%	Toronto, ON
• Managed branding and marketing for large-scale events, including a 1,000+ attendee community barbecue, park consultation with 450+ residents, and a 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 and visualized \$170M+ in 2026 City Budget fleet commitments, emergency management expenditures, and Toronto Zoo revenue using Python and Pandas to support councillor budget briefings and policy decisions	
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 20,000+ 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
• Co-authored Wheel-Trans and suburban transit reports, translating stakeholder accessibility data into policy findings	Toronto, ON
• Created short-form videos in After Effects, surpassing 6,000+ 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 system using TensorFlow Lite and Raspberry Pi Pico to predict optimal bike resistance in real-time, trained on 350+ Strava rides and Apple HealthKit metrics with continuous user feedback for model refinement	
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/VB, 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, AWS
Design: Figma, Adobe Photoshop, Illustrator, Lightroom, After Effects, Premiere Pro, InDesign, Acrobat, Procreate, Agile Design