Derek Song

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EXPERIENCE

Graphics Administrative Assistant, Toronto City Council
April 2024 - Present

City of Toronto *Toronto, ON*

- Designed 130+ 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%
- 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
- 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
- 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

Product Designer and Software Developer, Laurier Start-Up Lab
September 2025 - December 2025

Lazaridis School of Business & Economics at Wilfrid Laurier University *Waterloo, ON*

- Designed and tested high-fidelity Figma prototypes for a business course (BU354) dashboard, ran statistical evaluations (t-tests, chi-square) with 59 students, and built a secure, scalable backend using Prisma, BetterAuth, and Next.js.
- Deployed several full-stack platforms, including the Winternship Job Portal (Rank-Match algorithm, CI/CD, Next.js) supporting 110+ positions, 48% more unique jobs, 65% more employers, and onboarding 80+ students.
- Designed 8+ user flows for Elara's PowerBI timesheet and payroll app, improving usability and end-to-end experience.
- 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.

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 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
- Created short-form videos in After Effects, surpassing 6K+ views, 200+ engagements, boosting web traffic by 15%

PROJECTS

Toronto Census Visualizer | *Python, Pandas, Plotly, Dash, JSON*
July 2024 - October 2024

- Created a Python (Plotly, Dash) dashboard by processing Census datasets (GeoJSON, JSON) with Pandas, providing interactive demographic insights across 158 Toronto neighbourhoods

YUlearn | *React, TypeScript, PostgreSQL, Next.js, Python, Plotly*
March 2025

- Built a full-stack app at York University's Lassonde BEST Hackathon (3rd place), forecasted future enrollment and market demand using a linear regression model in Python and Plotly

EDUCATION

Wilfrid Laurier University
Waterloo, ON

Bachelor of Science in Computer Science (Co-op Option), Minor in UX Design *September 2023 - Present*

GPA: 10.25/12 (3.8/4.0)

Clubs: Executive Vice President at UX Laurier · Intramural Volleyball · Recreational Dance Team (5 showcases, 8 dances)

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, Supabase), Assembly, TailwindCSS, PowerBI

Tools & Platforms: Docker, Firebase, Cloudflare DNS, Git, GitHub, QGIS, WordPress

Design: Figma, Adobe Photoshop, Illustrator, Lightroom, After Effects, Premiere Pro, InDesign, Acrobat, Agile Design