

Varoon Gupta

EXPERIENCE

Process Owner | Mattamy Homes

Toronto, ON | January 2019 – April 2019

- Consulted with stakeholders to assess, roadmap, prototype and implement 10+ software solutions to streamline processes as part of company restructuring
- Reduced ERP system data sorting process from 4 hours to 55 seconds by developing recursive automation software in VBA
- Reduced Lot Exclusion process from 6 hours to 2 hours using VBA to create internal tool – adopted by enterprise-wide Architecture and Optimization teams
- Created QRG documents to translate highly technical product features succinctly

Project Development Analyst | UGE International

Toronto, ON | May 2018 – August 2018

- Translated internal stakeholder vision into product features and pitched roadmap
- Developed project cost estimation tool, streamlining cross-departmental project pricing using data visualization and linear regression
- Conducted competitive research project and identified 40+ ideal clients
- Analyzed energy production metrics to redesign system and increase yield by 26%

Founder | VCuts

Waterloo, ON | September 2017 – Present

- Researched university demographic to identify market needs and self-taught required barbering skills to provide service with high-degree of effectiveness
- Attracted 50+ clients resulting in demand surplus despite charging rates 38% above average market-price, from 90% word-of-mouth and 10% social media marketing

PROJECTS

Estimated Pricing Tool (EPT) – UGE International

- Developed a cross-department data visualization tool that leverages current and archived pricing data improving future project cost estimation accuracy by over 35%
- Adopted by major departments at UGE Toronto, reducing interdepartmental consultation by 50%, reducing project development process time by 21%
- Designed UI/UX and created instructional QRG documentation for 30+ employees

Microsoft Product Management Case Comp. | 3rd Place

- Conducted user and competitive research to identify product pain-points and develop innovation roadmap tailored to customer vision
- Pitched product redesign to increase target user satisfaction, projected ranking 1st amongst competing products within the market

Imperium Solar uwEnergyHacks 2019 | 1st Place

- As Product Manager, identified specifications with respect to the needs of the market
- Investigated political climate of solar industry to create a new monetization strategy, encouraging client investment by increasing feasibility by 85%

CONTACT

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SKILLS

Expertise

Market Research
Data Modeling
Data Analysis
Data Visualization
KPI Identification
Usability Testing
Wireframing
Prototyping

Languages

Java, VBA, SQL,
HTML/CSS, Python

Tools

JIRA, Teamwork., Visio,
Figma, Tableau, Trello

EDUCATION

University of Waterloo

B.ASc, April 2022
Management Engineering

Relevant Courses

Data Structures and
Algorithms
Intro to Optimization
Database Systems
Organizational Behavior

INTERESTS

Barbering
Varsity Ultimate Frisbee
Hockey
Volleyball
Photography
Entrepreneurship
E-commerce