

VIVIEN DING

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EDUCATION

University of Waterloo

Sept 2017 - Apr 2022

B.A. Sc. Systems Design

3.94 GPA, Dean's Honours List

SKILLS

Competitive Analysis
Interaction Design (InVision, Sketch)
User Research
User Stories
Usability Testing
Wireframing (Sketch)

C++
CSS
HTML
Python (Pandas)
SQL

AWARDS

Microsoft Surface Product Pitch

2nd Place | Product Management

Post-secondary education solution focused on cohesive user experience in OneNote to drive Surface Pro sales

@ Prodcon 2019

Ford AV Case Competition

1st Place | Management Consulting

Ford F-Series autonomous vehicle rollout strategy in consumer and business markets

@ 10th Annual UWMCC Case Competition

Epoch Product Problem Challenge

1st Place | Product Management

Engagement solution created for local start-up (Epoch) leveraging user-centered design and data

@ Product Problem Challenge 2019

WORK EXPERIENCE

Technical Project Management Intern

CM Telematics | Cambridge, MA | Starting May 2019

Owning and managing new customer implementations of leading telematics solution, developing mobile sensing and data analytics applications to improve driver behaviour

Product Design Intern

Nulogy | Toronto, ON | Sept - Dec 2018

Designed end-to-end data visualization experiences for high-profile Fortune 500 clients to perform inventory management and forecasting, mitigating multi-million material wastage problems in the supply chain

Conducted user research and collaborated with internal stakeholders to deliver consistent design and development guidelines through a React.js Design System

Product Management Intern

Tulip Retail | Toronto, ON | Jan - Apr 2018

Maintained feature ownership and co-ordinated with design, engineering, and QA teams on key CRM iOS app module responsible for 60% of company revenue

Delivered 5+ time-boxed features for major North American luxury retailer, which experienced a week-to-week 18% sales lift in pilot stores due to increased customer retention rates based on app metrics

Research Intern

Harvard University | Cambridge, MA | May - Aug 2017

Conducted simulations and performed data analysis using C++ to deliver key data and figures to Nature and NanoLetters publications in optics and image processing

Publications: Single-Layer Metasurface with Controllable Multiwavelength Functions, Nano-optic endoscope for high-resolution optical coherence tomography in vivo

LEADERSHIP

Operations Co-ordinator

Equithon | Waterloo, ON | Oct 2018 - Mar 2019

Organizing accommodation, volunteer/mentor recruitment, and specialized technical workshops for 500+ participants of an annual social equity and innovation hackathon

Business Development Lead

UW NanoRobotics Group | Waterloo, ON | Sept 2016 - Oct 2017

Implemented a feedback-driven approach for member recruitment, resource acquisition, funding allocation, securing \$4000+ in sponsorships within my term leading 8+ members