

# VIVIEN DING

+1 857 320 8485 | vivienzding@gmail.com | viviending.me

## EDUCATION

### University of Waterloo

April 2022  
BASc. Systems Design Engineering  
3.95 GPA, Dean's Honours List

#### Relevant Courses

Data Structures and Algorithms  
Human Factors in Design  
Entrepreneurial Strategy  
Probability and Statistics

## SKILLS

Competitive Analysis  
Data Analysis  
User Research  
User Stories (JIRA)

Information Architecture  
Interaction and Interface Design  
(Sketch, Figma, InVision, Principle)  
Usability Testing

C++  
HTML/CSS  
Python  
SQL

## AWARDS

### 2nd @ Microsoft Prodcon

Product Management | 2019

Microsoft OneNote solution focused  
on driving Surface Pro sales for post-  
secondary students

### 1st @ UWMCC Case Competition

Management Consulting | 2019

Ford F-Series autonomous vehicle  
rollout strategy in B2B/B2C markets

### 1st @ UW Product Challenge

Product Management | 2019

Volunteer engagement solution built  
with user-centered design and data

## INTERESTS

UW Community Outreach  
[youtube.com/16weeksofinternships](https://youtube.com/16weeksofinternships)

Crossfit, Hiking, Powerlifting

## WORK EXPERIENCE

### Product Management Intern

CM Telematics | Cambridge, MA | May - Aug 2019

Led development of new driver safety feature from ideation to launch based on  
qualitative feedback and **SQL** research on **100,000 line user behavior dataset**

Designed and released new onboarding flow for Android and iOS user-facing  
insurance mobile app to **20+ countries** and **millions of deployed users**

Conducted **10+ in-depth customer and stakeholder interviews** to identify gaps and  
opportunities in driver score modeling; presented findings to senior data scientists

### Product Management Intern

Tulip Retail | Toronto, ON | Jan - Apr 2018

Independently owned features and co-ordinated agile sprints with design, engineering,  
and QA teams on key iOS app module responsible for **60% of company revenue**

Rapidly delivered 5+ features for major luxury retailer, which created an **18% week-  
to-week sales lift** in pilot stores due to increased customer interactions

Streamlined tracking of complex client configurations, providing new actionable  
insights into feature usage and product market fit

### Product Design Intern

Nulogy | Toronto, ON | Sept - Dec 2018

Designed cross-platform data visualization experiences for high-profile consumer  
brands to perform inventory management, **guiding key market expansion strategy**

Optimized web app navigation flow and information architecture through **designing  
and conducting A/B and usability tests** on legacy platform

Innovated UI/UX design system and collaborated with internal stakeholders to define  
consistent design and front-end development guidelines across entire organization

### Hardware Research Intern

Harvard University | Cambridge, MA | May - Aug 2017

Designed and characterized nano-optic lenses in simulation software using C++

Analyzed and delivered key imaging results as contributing author to **2+ publications**

## LEADERSHIP

### Logistics Director

UW Product Management Club | Waterloo, ON | Oct 2019 - Present

Creating skill-building events to drive student product management community

### Operations Co-ordinator

Equithon | Waterloo, ON | Oct 2018 - Mar 2019

Organized logistics for a 300+ participant hackathon for social equity and innovation

### Business Development Lead

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

Implemented a feedback-driven approach for member recruitment and resource  
acquisition; led 8+ members and secured \$4000+ in sponsorships