

# VIVIEN DING

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

## EDUCATION

### University of Waterloo

Sept 2017 - Apr 2022

B.A. Sc. Systems Design

3.95 GPA, Dean's Honours List

## SKILLS

Competitive Analysis  
Interaction Design  
User Research  
User Stories  
Usability Testing  
Wireframing

C++  
CSS  
HTML  
Python  
SQL  
Tableau

## 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 leveraging user-centered  
design and data

@ Product Problem Challenge 2019

## WORK EXPERIENCE

### Technical Product Management Intern

CM Telematics | Cambridge, MA | May 2019 - Present

Conducting customer interviews to identify gaps and opportunities in data science workflows to architect new insurance risk modeling portal

### 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 novel 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 iOS app module responsible for 60% of company revenue

Delivered 5+ time-boxed features for major luxury retailer, which created a week-to-week 18% sales lift in pilot stores due to increased customer retention and purchasing

### Research Assistant

Harvard University | Cambridge, MA | May - Aug 2017

Designed simulations and performed data analysis using C++ and MATLAB to deliver key optics data and figures to as contributing author to 2+ publications

## LEADERSHIP

### Engineering Co-ordinator

UW Women in Stem | Remote | Jun 2019 - Present

Creating skill-building events to drive community and confidence for University of Waterloo women-identifying individuals studying in STEM programs

### Operations Co-ordinator

Equithon | Waterloo, ON | Oct 2018 - Mar 2019

Organized accommodation, volunteer/mentor recruitment, and specialized technical workshops for 300+ 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