

VIVIEN DING

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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

Crossfit, Hiking, Powerlifting

WORK EXPERIENCE

Technical Product Management Intern

CM Telematics | Cambridge, MA | May - Aug 2019

Pioneered new driver safety feature from ideation to launch based on independent
SQL research on **100,000 line customer feedback and behavior dataset**

Designed and released new onboarding flow on 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 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 critical strategic launch**

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

Innovated UI/UX design system and collaborated with internal stakeholders to define
consistent design and front-end 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

Engineering Co-ordinator

UW Women in Stem | Waterloo, ON | Jun 2019 - Present

Creating skill-building events to drive sense of community for women in STEM

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