

# VIVIEN DING

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

## EDUCATION

### University of Waterloo

April 2022

B. A. Sc. Systems Design Engineering

3.95 GPA, Dean's Honours List

#### Relevant Courses:

Data Structures and Algorithms

Human Factors in Design

Probability and Statistics

## SKILLS

Competitive Analysis

Data Analysis

User Research

User Stories

Information Architecture

Interaction Design

Sketch, Figma, 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 @ Product Problem Challenge

Product Management | 2019

Volunteer engagement solution built with user-centered design and data

## INTERESTS

Youtube Content Creation

[youtube.com/16weeksofinternships](https://www.youtube.com/watch?v=16weeksofinternships)

Crossfit, Hiking, Powerlifting

## WORK EXPERIENCE

### Technical Product Management Intern

CM Telematics | Cambridge, MA | May - Aug 2019

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

Used SQL to analyze customer feedback and driver behavior reports to drive new system diagnostics feature from ideation to launch, attaining **key company Q3 OKRs**

Led UI onboarding revamp on Android and iOS consumer-facing driver mobile app

### Product Design Intern

Nulogy | Toronto, ON | Sept - Dec 2018

Designed end-to-end data visualization experiences for high-profile CPG clients to perform inventory management and forecasting, **guiding critical strategy launch**

Conducted user research and collaborated with internal stakeholders to create a **cross-org design system**, defining consistent design and front-end guidelines

Optimized navigation flow and information architecture through A/B and user testing

### 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 **18% week-to-week sales lift** in pilot stores due to increased customer interactions

Streamlined tracking of complex client configurations, providing never-before-seen insights into feature usage and product market fit

### Hardware Research Intern

Harvard University | Cambridge, MA | May - Aug 2017

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

Analyzed imaging results in MATLAB, delivering key data and figures as a 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 STEM women

### 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, resource acquisition; led 8+ members and secured \$4000+ in sponsorships within my term