

VIVIEN DING

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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
Information Architecture
Interaction Design
Usability Testing
User Research
User Stories

C++
CSS
HTML
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 and 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/I6weeksofinternships](https://www.youtube.com/I6weeksofinternships)

Crossfit, Hiking, Powerlifting

WORK EXPERIENCE

Technical Program Management Intern

CM Telematics | Cambridge, MA | May 2019 - Present

Conducted **10+ customer and stakeholder interviews** to identify and present clear gaps and opportunities in data science modelling workflows to senior stakeholders
Analyzed customer feedback and user behavior reports using SQL to drive new data visualization features from ideation to launch, achieving **key company Q3 OKRs**
Led mobile UI onboarding revamp across Android and iOS teams

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 through A/B testing 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 Assistant

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 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 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, securing \$4000+ in sponsorships within my term leading 8+ members