VIVIEN DING

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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

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
Leading development of data visualization risk modelling portal and conducting interviews to identify gaps and opportunities in data science workflows

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 React.js 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 CRM 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
Conducted simulations and performed data analysis using C++ to deliver key data and figures to 2+ publications (Nature, NanoLetters) in optics and image processing

LEADERSHIP

Engineering Co-ordinator
UW Women in Stem | Remote | Jun 2019 - Present
Organizing skill-buildinging 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