

Email: y557yang@uwaterloo.ca
Phone: 617-407-6609
Website: yunyi-yang.com
Linkedin: /yun-yi-yang

Wendy Yang

Math and Business Administration

Education

University of Waterloo
Bachelor of Mathematics |
Statistics Major

Wilfrid Laurier University
Bachelor of Business Admin |
Marketing Concentration

Skills and Tools

Technical Skills

- SQL
- R
- Python
- C

Tools

- Figma/Sketch
- Google Analytics
- Photoshop
- Illustrator
- Premiere

Awards

Product Problem Challenge [2nd]
Gamification of HR activities to
encourage staff participation

Wearhacks [Top 5]

Prescription reminders through
text/calls made with Twilio

Kik Case Competition [Semi-Finals]
Recommended Kik chat-bots for
personalized healthy recipes

Work Experience

Wayfair - Data Analytics / Project Manager Boston, MA

Jan - May 2020

Worked with stakeholders to identify pain points and created a solution by developing a dashboard of data tools to provide insight on teams' available assets to maintain cross-team communication.

Incoming project:

Transition team from in-house agile board to JIRA. Lead and manage team sprint meetings to ensure stakeholder has scope of team's initiatives and team members are organized and informed of each other's work.

RiverPay - Product Manager Toronto, ON

Jan - April 2019

Managed a full product life cycle and doubled profits of project by performing analysis of previous year's customer behaviour data through Google Analytics and implemented changes to user flow.

Led the implementation of new CRM system to improve inventory and customer tracking for sales team to reduce tracking errors by 20%.

Linamar - Data Analyst Guelph, ON

Jan - April 2018

Forecasted sales with TBATS model for over 100 plants using R and shortened forecasting period by one week, reducing labour cost by an estimated \$1 million and increased forecast yield accuracy by 10%.

Gathered user data through interviews to design and build a new web interface for Linamar accountants to improve usability and functionality.

Freelance Design

Conducted interviews to gather user data, designed, prototyped, tested user flow, mockups, and developed website.

Worked with University of Waterloo Math Student Society, Laurier Investment and Finance Association and RiverPay as a contractor.