

Nicole Zhao

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SKILLS

Defining OKRs
Data Analysis
Workflows
Competitive Analysis
Usability Testing
User-Centered Design
HCI
Rapid Prototyping
Wireframing

TOOLS

Jira, Amplitude, Datadog,
Salesforce, Heap, Fullstory,
Confluence, Sketch,
Invision, Principle

CODE

SQL, HTML5/CSS3, JavaScript,
Ruby/Rails, PHP, C++, Git

ACHIEVEMENTS

Shopify HackDays Champion

Out of 3,300 employees

1st Place – StarterHacks

Out of 250 attendees

EDUCATION

Systems Design Engineering

University of Waterloo – 2021

INTERESTS

Bouldering, Backpacking,
Triathlons, Miniature
Sculpting, Body Percussion

WORK EXPERIENCE

Top Hat – Product Manager Intern

Winter 2019

- Led team of 6 engineers through major pivot, redefining acquisition strategy and shifting team to new vision.
- Launched API level authorization restructure globally to unblock 7 enterprise deals.
- Designed and led 2 usability studies to define and meet OKR of increasing content renewals by 30%.

Vidyard – Product Manager Intern

Summer 2018

- Led user research and stakeholder communication to increase upgrade value, resulting in 31% increase in conversion rate.
- Drove product strategy as primary PM on redesign of video editing experience, decreasing churn by 14%.

Shopify – Front-end UX Developer Intern

Fall 2017

- Used Ruby on Rails to build components for admin editor to optimize performance and integrate accessibility, resulting in decrease of Black Friday crashes by 27%.

Viryl Technologies – Full Stack Developer Intern

Winter 2017

- Led development and launch of client portal using PHP and MySQL.

PROJECTS

Hirebud – Interaction Design Passion Project

Winter 2017

- Researched and prototyped web app for students to discover and manage tech internships, focused on intuitive workflow and visuals.

Plug – Shopify HackDays Champion

Winter 2017

- Designed and built React web app that helps Shopify merchants market by conducting transactions with influencers.