

Will Lawrence

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EXPERIENCE

Siftary | *Product Manager Intern* | San Francisco, USA Summer 2018

- Lead team of 4 (1 designer, 3 engineers) in redesigning the notifications tab within main SaaS product; interviewed 2 customers, designing specs in Sketch, and prioritizing JIRA build tickets for late-August launch
- Developed a custom Salesforce solution using Apex and Segment APIs; enabled team to accurately track 54,000 enterprise leads and hit new monthly sales record of \$22,000 annual recurring revenue

Tumblr | *Business Analyst Intern* | New York, USA Summer 2017

- Identified an opportunity to convert 17% of visitors to a specific blog section using SQL (Hive, Hue); redesigned visitor flow to include clearer CTAs in Sketch and pitched specs to a group product manager
- Drove the reprioritization of the ads team's product roadmap by tracking the seasonal strategies and year-over-year performance of 46 ad product from competitors; presented overview to 65 Tumblr employees
- Analyzed the effectiveness of push notifications templates on 7-day churn rates using SQL and STATA; identified user segments in which templates performed 10% higher than others to prioritize campaigns

Microsoft | *User Experience Design Intern* | Vancouver, Canada Winter 2017

- Led a team of 5 engineers to ship an AI bot for Microsoft Teams internally; bot was adopted by 230+ users in 3 weeks with average weekly user growth rate exceeding 10%
- Prioritized feature roadmap before build commenced by interviewing 40+ people in our target demographic; built product specs for 4 different build milestones and ensured alignment with engineers' capacity
- Designed each iteration of the bot (Sketch, Adobe XD, Photoshop) based on user requirements; final build met Microsoft's rigorous design, accessibility, privacy and legal standards
- Championed user feedback by conducting 23 usability tests and enabling telemetry events to aggregate usage data from dozens of users; determined top addressable tasks and led team to resolve these issues
- Led daily stand-ups and 16 sprint planning sessions, ensuring consistent sprint burn rates and capacity

Sunteng | *Business Operations & Strategy Intern* | Guangzhou, China Summer 2016

- Designed minimum viable product for a mobile CRM tool with a team of 3 (2 developers, 1 product manager) by designing wireframes, visual assets and user flows; prototype led to spinoff startup

EDUCATION

University of British Columbia | *Bachelor of International Economics* | Vancouver, BC Sep 2014- Dec 2018

- Cansbridge Fellow ('16): 1/15 entrepreneurs selected for \$6,000 scholarship and an internship in Asia
- Courses: Quantitative Methods in Economics, Intro to Systematic Program Design, Cost-Benefit Analysis
- Thesis: Led a quantitative project on the effects of mobile money technology on consumption in Kenya

PROJECTS

- **LittleCodr** – Shipped a card game that teaches kids the fundamentals of code on Kickstarter, raising 139% of funding goal and leading to distribution deals with boutique toy stores and science museums
- **TechCrunch Shanghai Hackathon** – Built a WatchOS app with 4 developers from across China that aimed to boost driver engagement with their car; pitched idea to 500+ people and placed in the top 15 across Asia
- **Spotify Python Analysis** – Created a Python analytics program (NumPy, matplotlib) that plots song qualities against happiness levels; shared program with a Spotify Data Scientist and posted it on Github
- **Tumblr HackDay** – Led team of 3 (2 engineers, 1 data scientist) to build a new Tumblr mobile interface for casual users; won 4th place across the entire company (40+ competing teams)

SKILLS

- **Programming:** Python (NumPy, Pandas, Tkinter), SQL, STATA (statistical analysis), Tableau, Github
- **Design:** Sketch, Adobe Creative Cloud (Illustrator, Photoshop, XD), InVision, Fullstory, Intercom
- **Self-Directed Courses:** Python GUI Development with Tkinter, Advanced SQL for Data Scientists, Programming Foundations: Real World Examples, Project Management: An Introductory Hands-On Course