Shane Hsieh

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Technical Skills

- **Tools:** Figma, SQL, HTML, CSS, JavaScript, Python, React, TypeScript, Adobe InDesign, InVision
- **Skills:** Beta Test Management, Requirements Gathering, User Interviews, A/B Testing, Problem Breakdown & Prioritization, Wireframing, Stakeholder Management, Data Analysis, Prototyping

Experience

OtO Inc.   *Sept 2024 - Dec 2024*
Product Manager Intern
- Owned and scaled OtO's beta testing program from **16 to 55 participants (+244%)**, increasing response rates from **20% to 60%** by prioritizing high-value regions, tailoring test requests to user capacity, and aligning feedback workflows with product objectives to deliver impactful insights.
- Led cross-functional teams to cut app development cycles from **3 weeks to 2 weeks (33% faster)** by using beta testing insights to refine sprint planning and prioritize critical user needs.
- Spearheaded requirements gathering for the 2025 roadmap, analyzing **1,000+ reviews** and driving two features that post-release boosted **CSAT from 80% to 85%** and reduced negative feedback.

Product Manager Intern   *Jan 2024 - May 2024*
- Reduced solution return rates **by 10%, saving ~$10,000**, by using SQL to analyze OtO's solution install process, identifying onboarding and connectivity issues, and optimizing the onboarding flow.
- Created and implemented internal KPIs for the website, leading to a **0.4% increase in conversion rate** by identifying key areas for optimization and aligning metrics with business goals.

Arctic Wolf Networks   *May 2022 - Aug 2022*
Product Designer Intern
- Conducted 10 UX interviews on the internal log search tool, leading to A/B/C prototypes validated by **positive feedback from all 10 participants** before sending them to engineering for implementation
- Supported the development of the Fenrir design system for internal tools by standardizing UI components, reducing inconsistencies and improving design-development handoff efficiency.

Questrade Financial Group   *May 2021 - Aug 2021*
Product Designer Intern
- **Reduced customer service tickets by 32%** through redesigning mobile account opening and bill payment workflows with a Senior UX Designer, while benefiting from valuable mentorship.
- **Supported QA for Edge Mobile trading features**, ensuring rapid iteration and a successful launch.

Projects

Waterloo Engineering Capstone Project: Illume AI   *Aug 2024 - Present*
- Illume, an explainable thematic extraction tool for civic engagement data using Pandas, OpenAI, and Flask, securing **$1000 in funding** and onboarding **10+ users**.

Education

University of Waterloo, Bachelor of Applied Science in Civil Engineering with Co-op
- **Expected Graduation:** May 2025
- **Relevant Coursework:** Engineering Economics, Statistics and Probability, Engineering Technical Writing, Design Frameworks for Social Ventures, Conflict Resolution