



## Contact

★ 5.0 · 🏆 Super Applicant

### EMAIL

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### WEBSITE

[hirejustinzhang.com](https://hirejustinzhang.com)

[Contact applicant](#)

## Education

**SEPT 2018 - APRIL 2023**

**Western University,  
Ivey School of Business**

BSc & HBA, Computer Science  
& Business Administration

cGPA: 3.7/4.0

## Skills

### FRAMEWORKS/LIBRARIES

React, Node.js, Next.js, MongoDB,  
GraphQL, AWS (S3, EC2, Lambda,  
CloudFront)

### TOOLS

Figma, Jira, Datadog, GitHub,  
Adobe Creative Cloud, Googling

### TECHNICAL LANGUAGES

TypeScript, JavaScript, HTML/CSS,  
Java, SQL, Python

## Interests

 Videography

 Photography

 Animation

 Badminton

 Entrepreneurship

 Hackathons

 Airfryers

## Experience

**Meta (Facebook), Technical PM Intern**

May 2022 - Aug 2022

Increased user engagement metrics by 1M+ through self-scoping & owning the end-to-end process of growth experiments on Facebook Marketplace as 1 of 10 product interns' company-wide

Cut lead time to launch experiments by 50% by driving alignment and resolving ambiguity between teams - improving the efficacy of A/B tests and establishing new privacy review processes

Researched, ideated, and designed an executional roadmap for Facebook Marketplace's buyer experience by querying data pipelines, performing competitor analysis, and prioritizing new initiatives

**CaseCom (Startup), Co-Founder**

April 2020 - Present

Secured a year-long paid contract with Shopify to facilitate monthly internal case competitions

Conducted 20+ user interviews to understand the pain points of hosting events and write user stories for a minimum viable product launch – generating over \$3,000 in revenue from clients around the world

Led a team of 8 in shipping and scaling the first online platform for hosting case competitions while working cross-functionally across growth, full-stack software engineering, and design

**Shopify, Software Engineering Intern**

May 2021 - Aug 2021

Worked as both a front-end developer and product manager intern on Shopify's newly launched GitHub integration and theme store, released to millions of users world-wide

Performed market research on merchant pain-points, taking the initiative to pitch future growth opportunities within a \$12.5 billion marketplace

Launched a debugging modal for event logs that was presented live at Shopify's annual developer conference, built by defining feature requirements and developed using React & Typescript

## Leadership and Projects

**Hack Western, Co-Director**

Feb 2019 - Feb 2022

Built the first digital experience for one of the largest hackathons in Canada by leading a cross-functional team of 14 across Design, Engineering, and Logistics – welcoming over 800 attendees

Sourced over \$50,000 in funding by negotiating sponsorship contracts & sending hundreds of cold emails to company representatives, garnering support from companies across the world

**Ivey Product Society, Product Fellow**

Jan 2022 - May 2022

Participated in a 4-month product management bootcamp; hosted by PM alumni at Meta, Noom, etc

Pitched a community-building feature to a Discord Product Lead, building essential skills such as setting actionable success metrics, writing user stories, and usability interviews with real users