

# Justin Zhang

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## EDUCATION

**Western University**, Ivey Business School Sept 2018 - April 2023  
**BSc & HBA, Computer Science & Business Administration** **GPA: 3.7/4.0**

**Awards:** Deans Honor List (2018-Present), Lori Muir Melnyk Honors Business Administration Award (2020)

**Relevant Courses:** Strategy, Leading People & Organizations, Databases, Data Structures & Algorithms 1 & 2, Human Computer Interaction, Object Oriented Design & Analysis, Foundations of Computer Science

## EXPERIENCE

**Meta (Facebook)**, Technical Product Manager 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, Engineering & Product 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

- Scoped a forward-looking technical roadmap for a **\$12.5 billion partner ecosystem** by performing market research and analysis on current infrastructure capabilities
- 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
- Prototyped and presented a feature to help merchants track their outgoing shipments, surfacing relevant information directly within Shopify and consolidating 10+ data sources

**Royal Bank of Canada**, Developer Intern May 2020 – Aug 2020

- Wrote implementation plans and budgets for upgraded internal collaboration tools, earning a Lean Six Sigma certification for saving upwards of \$100,000 in monthly expenses
- Reduced health metric reporting delay by over 90%** by designing and building dashboards; parsing log files for over 50,000 internal sites using JavaScript

## LEADERSHIP & PROJECTS

**Hack Western (Hackathon)**, Co-Chair (Prev. Design Lead) 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 (Discord) 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

**PerkUp (Startup)**, Product Consultant Sept 2021 – April 2022

- Presented product improvements to leadership by performing competitive analyses within the employee perks space and interviewing HR managers to better understand their pain points

## SKILLS & INTERESTS

**Technical:** JavaScript, HTML/CSS, Java, SQL, Python, Node, React, Typescript, MongoDB, GraphQL, AWS

**Product:** User Interviews, Road Mapping, Issue Prioritization, Technical Systems Design, Market Research

**Tools:** Figma, Jira, Datadog, GitHub Project Management, Adobe Creative Cloud, Googling

**Interests:** Videography, Animation, Photography, Badminton, Entrepreneurship, Hackathons, Air Fryers