

AARON YIM

ENGINEER, DESIGNER, PM

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Portfolio: ayim.github.io

PROFESSIONAL EXPERIENCE

Intern Product Manager at Appazur, New York/Vancouver

May – Aug '16

- Led social media rebranding & content strategy; 8x increase to monthly profile visits & 5x increase to impressions
- Created 1st ever training program; presented onsite over 4 days to 200+ users at largest client
- Managed and implemented expansion of training program's success to include online video training
- Initiated data-driven SEO efforts using Google Keyword Planner, Analytics, and Search Console

Software Development Student at Blackberry, Waterloo

Jan – Apr '16

- Built and deployed "Thread Thrower", a customer facing communications tool to accelerate global incident resolution; immediately adopted by NOC staff to handle all network incidents. Built with AngularJS & PHP
- Co-ordinated 1st ever Co-op Town Hall featuring CEO John Chen as Student Social Event Planner Executive

Quality Assurance Developer at D2L, Waterloo

May – Aug '15

- Reduced manual testing setup by 30 minutes per session and discovered a number of showstopping bugs by developing config applications, matrices, and deployment tools to optimize test coverage and speed
- Initiated investigation into organization wide and team specific readiness for Windows 10 & Microsoft Edge

AWARDS & PROJECTS

2nd Place Finalist at NBTC eCommerce Competition

Mar '17

- Designed and presented "Shopify Link" UI by iterating user flows, wireframes, Photoshop, and Invision
- Led market research efforts that formed the basis of our solution to a completely open ended case

3rd Place at PCH Hardware Hackathon

Jun '15

- Developed key value proposition and synthesized message with animation and pitch for "Dawn" smart blinds

LEADERSHIP

2381 BCR Royal Canadian Army Cadet Corps

'08 – '14

- Awarded Lt-General Quinn National Excellence Award for work as founding member & drum major of band: Developed 21-member band from scratch - achieved silver as the 1st ever Army Cadets at Band Competition
- Awarded Royal Canadian Legion Medal of Excellence and 2381 Perseverance Award for training development: Designed and delivered 100+ hours of breadth training by synthesizing leadership & personal growth activities

Student Council Tech & Logistics Executive

'12 – '14

- Established, trained, and directed an audio-visual crew to serve 30+ cultural events per year within the school

EDUCATION

Candidate for BASc, Management Engineering at University of Waterloo

Learned to design and optimize business processes using data-driven engineering techniques

Class Representative | Engineering Endowment Fund Representative | Honors | 2014-2020 (expected)

Data Camp: Data Analyst with Python (In Progress)

Code School: Shaping up with Angular.js

EdX: UBC Intro to Marketing (In Progress)

Codecademy: SQL, JavaScript, JQuery, CLI