

IVY LEI

☎ +1 226-989-0662 ✉ ihlei@uwaterloo.ca  [linkedin.com/in/ivy-lei](https://www.linkedin.com/in/ivy-lei)  github.com/iivyleii

Education

University of Waterloo

September 2021 – April 2026

Bachelor of Computer Science Honours Co-op

Waterloo, Canada

Human-Computer Interaction Specialization, Medical Physiology Minor

Coursework: Natural Language Processing, Human-Computer Interaction, Software Architecture, Algorithms, Data Structures

Experience

Hubio

September 2025 – December 2025

Product Management Intern

Toronto, Canada

- Led creation of requirements, user story map, and roadmap for an AWS-based historical data pipeline, unlocking 100M+ dependent insurance records/day and **reducing client onboarding time by 2 weeks**
- Guided production and delivery for the first U.S. launch of the regul8 data platform by running Agile ceremonies, delivering release notes and sprint reports, writing technical documentation, and monitoring metrics with DbVisualizer
- Won 3rd in company hackathon by building **AI data mapper** from client using Groq, achieving 82% confidence

Zynga

May 2025 – August 2025

Product Management Intern

Toronto, Canada

- Drove the product definition and requirements of a new account creation user flow in the Zynga Identity System (163M accounts across 27+ games), **to boost marketing opt-ins by 23%** and add \$1.5+ million in annual revenue
- Built Tableau KPI dashboard with SQL to cut **manual reporting by 50%**, and drove data quality improvements by identifying missing KPIs, writing Jira tickets for logging refinement, and clarifying data taxonomy for product teams
- Spearheaded the end-to-end development and launch of an internal developer tool for Zynga Poker (50M+ downloads), **saving 72+ hrs/year of engineering time** debugging player-specific issues
- Investigated 200K+/day fraudulent Poker account creations in Tableau, driving roadmap priority for account verification

Formlabs

July 2024 – December 2024

Software Product Management Intern

Somerville, Massachusetts

- Owned strategy, scope, specs, and roadmap for PreForm (3D printing software)'s **2nd most requested CAD feature**, reaching **35% adoption among 50k MAUs** in beta
- Identified 3 onboarding blockers by designing a usability study and leading 20+ UX interviews on SLS-printing workflows
- Conducted user research with 4,500+ PreForm users by creating a Qualtrics survey and presenting user satisfaction data and performance trends to C-suite executives

1Password

May 2023 – August 2023

Software Developer Intern

Toronto, Canada

- Developed UI and fixed frontend bugs in **Kotlin** for Android app (1M+ downloads), reducing interaction errors by **6%**
- Refined interview scripts and PRDs for the Onboarding & Activation team, addressing pain points in mobile discovery

Projects and Extracurriculars

UW Blueprint

September 2025 – April 2026

Product Manager, Better Angels United 

Waterloo, Canada

- Overseeing **4 designers and 7 engineers** to create the design, feature specifications, and roadmap of Better Angels' shelter management and reporting platform (10,000+ shelters) to connect unhoused individuals with accessible housing

Staples Studio Startup [WINNER]

September 2022

- Created a web application with **React** and **Express** to provide a platform for startups to track statistical trends of their products' popularity and ratings using **MongoDB** and **Postman**
- Winner of Hackthe6ix Staples Studio Challenge among 68 teams

Technical Skills

Languages: TypeScript/JavaScript, Python, SQL, Java, Kotlin, C, C++, XML, Bash, HTML/CSS, Dart

Technologies: React, Node.js, Flutter, Android Studio, React Native, TensorFlow, Git, Linux, Claude Code

Product Tools: Jira, Confluence, Figma, Tableau, AWS, Microsoft Excel, Salesforce, Miro, Redash, Claude Design