Dudon Wai

✉ d@dudonwai.com | ☎ (647)-894-0108 | in dudonwai | ○ dudonwai | ☉ dudonwai.com

SUMMARY: Builder, grower & communicator with strong experience across the entire product lifecycle.

AREAS OF EXPERTISE

CUSTOMER INSIGHT
Customer Success & Pre-Sales Support •
Customer Interviews • User Testing •
User Personas • User Journey Mapping •
Wireframes & Mockups • Iterative Design •
ETL • Data Science • A/B Testing

PRODUCT STRATEGY
Lean Business Model Canvas •
Market Research • Vision Setting •
Thematic Roadmaps • Pricing & Positioning •
Content Marketing & Social

INFLUENCING PEOPLE
Stakeholder Management •
Leadership Buy-In • Motivating Teams •
Public Speaking

PRODUCT EXECUTION
Scrum Sprints & Standups •
Backlog Ownership & Prioritization •
Demos & Retrospectives • Product Launch •
QA & Acceptance Testing •
Web Development • Growth

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY
MS IN COMPUTER SCIENCE
Attended 2017 | Online
Specialization: Machine Learning

UNIVERSITY OF WATERLOO
BS IN MECHANICAL ENGINEERING
Grad April 2014 | Waterloo, ON
Specialization: Management Science

CERTIFICATIONS

UDACITY | CS, Statistics, Machine Learning
ONE MONTH | Python, Rails, Growth, Startups
GOOGLE ADWORDS | Certified: dudonwai
REFORGE 2015 | Growth Hacking in SV

INVOLVEMENT

NEXT CANADA | Recruitment & Ambassador
CDL Rockies 2018 | Startup Accelerator
NEXTAI 2017 | Startup Incubator for AI
SHELL ECO-MARATHON 2016 | Operations
CALGARY DROP-IN CENTER | Volunteer

WORK EXPERIENCE

VALIDERE TECHNOLOGIES | PRODUCT MANAGER | Validere.com
Jan 2021 – Aug 2022 | Toronto, ON & Calgary, AB
Software and analytics company making the energy industry more efficient and sustainable by uniquely tracking molecules in the supply chain to enable physical and carbon markets. Responsible for the Operations Hub product line across the full lifecycle from discovery, definition, delivery and launch. Implemented new processes for discovery intake, product announcements, and product experience analytics.

CANVASS ANALYTICS | PRODUCT MANAGER | Canvass.io
Jan 2019 – Dec 2020 | Toronto, ON
Software startup making ML accessible to manufacturers. As the first product hire, led initiatives to balance engineering and sales & marketing to focus the company strategy. Initiatives include requirements gathering, product vision briefs, design sessions, and user testing. Grew data uploads by 13% and model usage by 21% month-over-month.

UNSIST | CO-FOUNDER & CEO | NEXTAI 2017 | CDL 2018 | Unsist.com
Feb 2017 – Jul 2018 | Toronto, ON and Calgary, AB
Data science startup that predicts capital costs for Oil & Gas projects. Conducted market and customer research, completed data projects for 3 clients (company sizes $10M-$1B), and developed 2 software products to extract project summaries from real-time data and perform competitive intelligence using public regulatory reports..

PETRORECRUIT | CO-FOUNDER & UX
May 2015 – Feb 2017 | Calgary, AB
Talent webapp in Ruby that centralized online job postings with direct postings to the portal. Defined the resume upload and job post experience. Focused on UX for employers, recruiters and applicants.

GREYADV | CO-FOUNDER & CEO | GreyADV.com
Nov 2015 – Dec 2016 | Calgary, AB
WordPress and HTML/CSS web development firm partnering with SMBs to grow a digital presence or transition existing processes online through website services and startup workshops.

SHELL CANADA, ABC GROUP, MAGNA INT'L, DOFASCO | ENGINEER
Sep 2009 – Feb 2017 | Toronto, ON, Calgary, AB and Hamilton, ON
Broad experiences in petroleum, automotive, manufacturing and steel industries across a variety of roles from management, design, field operations to QA.

RELEVANT PRODUCT EXPERIENCE

GOOGLE DESIGN SPRINT FOR USER ONBOARDING – CANVASS
Co-led 1-week Design Sprint with Google advisor to simplify how manufacturers use data for forecasting.. Facilitated problem definition, "Ask-the-Expert" interviews, idea generation, solution selection, mockup design in Figma, and testing with 6 real users.

DATA PLATFORM AND SERVICES PORTAL – UNSIST
Interviewed 10+ potential users, iterated on wireframes, mockups and MVPs, deployed Energy Data Platform and Unsist Computing, improving the product based on usage.

FREELANCE WEB DEVELOPMENT– GREYADV
Reached out to 1000+ SMBs with 4 email campaigns. Bid for 10+ projects, awarded 4 and executed across multiple roles. Provided web dev workshop to first-time founders. *Projects: Okotoks Farmers Market, Stable Legs, PetroRecruit.*