



Nicholas Elder

Email: nick@elder.ca | nickelder.com | dribbble.com/nelder | github.com/nelder

Education

The University of Western Ontario

Graduating May 2020

3.9/ 4.0 GPA | Dual Degree

BSc, Honours Specialization in Computer Science | Scholars Electives, ML (NLP) Research
HBA, Honours Business Administration | Richard Ivey School of Business | Deans List (Top 25%)

Employment Experience

Product Manager

Summer 2019

PagerDuty, San Francisco

- Defined features and roadmap for Microsoft Teams integration (likely ~150K users) by identifying and interviewing customers based on their product usage patterns and by considering competitive strategy.
- Planned prototype and production based experiments to assess user preferences for individual versus team based notifications and user interface alternates resulting in adjustments to our roadmap.
- Created and implemented metrics to assess user behaviour in our Slack integration's early access program in Looker, Periscope, and Sumologic resulting in a targeted user research plan.
- Negotiated with other teams by sharing a compelling vision to unblock progress on an initiative culminating in a plan that enables immediate prototyping and long term stability.

Product Manager Intern

Summer 2018

Hubdoc, Toronto

- Discovered solutions for calculation issues causing total, tax, and subtotal inaccuracies considered a top customer pain point by pairing with developers for code level visibility, discovering 7 distinct issues.
- Analyzed user data to prioritize the solutions for each calculation issue and understand the solution space culminating in a presentation to the entire company to enable our support and sales teams.
- Prioritized all bugs by communicating using JIRA with support / developers, and Zendesk with end customers to determine bug reach / impact, and solution effort / confidence.

Founder

2011 - 2015

Stormcraft Minecraft Game Server, www.stormcraft.ca

- Created custom game experience and unique community with a staff of 15 attracting 15k users.

Projects

NIKU Farms, Software Developer / Product Designer, Freelance. nikufarms.com

2018 - 2019

- Designed and developed a Shopify based e-commerce store for a startup serving 100+ orders monthly.

NLP Research, Research Assistant, Cognitive Engineering Lab, Western. elder.ca

2017 - 2019

- Developed / implemented a method to assess the success of word sense disambiguation techniques.
- Created a biomedical part of speech tagger with 96.89% accuracy by systematically combining the knowledge of two existing models Genia and Postmed.

Extra Curricular Activities

President, Western Founders Network.

2015 - Present

- Supported a team of 50 by inspiring a strong direction and individually coaching members resulting in a tripling of membership to 300 and a passionate team.

Organizer (Design Lead), Hack Western 3, 4.

2016 - 2018

Skills

Languages: PHP, Javascript, Python, SQL, Java, C, HTML/CSS

Frameworks/Libraries: Node.JS, JQuery, Meteor, Socket.IO, Gensim, Adagram, Word2Vec

Design: Adobe Illustrator, Photoshop, Premiere, InDesign

Awards

Pierre L. Morrissette HBA Award in **Entrepreneurship** - 2019

Hack Western, **Third Place** Project, Wishfor.xyz (100+ Submissions) - 2015