

MITUL SHAH

(647) 992 - 4192
mitul.shah@ryerson.ca
mitul.ca // github.com/mitul-s

EDUCATION

RYERSON UNIVERSITY - BACHELOR OF COMMERCE
Business Technology Management Co-op, Finance Minor

September 2014 - April 2019

EXPERIENCE

UBER

May 2018 - August 2018

Project Management Intern, Eats

- Conducted qualitative user interviews with competitor couriers and implemented growth recommendations
- Scripted SQL queries daily, deep dived into failed trips data and reduced failed trips ratio in Canada by 1%
- Supported launch of 30 cities in one day by analyzing and executing courier acquisition marketing tactics
- Analyzed early partner lifecycle to target soft-churned couriers; tested DoXGetY incentives to encourage trips

CIBC DIGITAL

January 2018 - April 2018

Product Lead Intern, Discovery Lab

- Led development and redesign of three different MVPs that will impact over 10 million CIBC digital clients
- Proposed mobile design solution to reduce 2M digital assistance contact calls; added to product roadmap
- Collaborated with cross functional agile team to build digital solutions through three-week design sprints

BANK OF MONTREAL

May 2017 - August 2017

Digital Strategy Analyst, Business Intelligence

- Coded queries using SQL and SAS to manage datasets and create financial visualization reports on Spotfire
- Developed user stories and built an Advisor Dashboard prototype by conducting qualitative user research, studying competitor market insights and determining common pain-points through guerrilla testing

CIBC WEALTH MANAGEMENT

May 2016 - December 2016

Risk Analyst / Skunk Works Developer

- Facilitated and supported risk meetings between lines of businesses; assigned remediation tasks and deadlines
- Coded & implemented Visual Basic automation within Excel dashboards to increase team productivity
- Built AngularJS web app with agile Skunk Works team to improve student work & learning experience

FREELANCE - TYPICALMITUL.COM

November 2015 - Present

Photographer

Clients: Shopify Burst, 500px, Amdocs, LG Canada, Samsung, Google Pixel, Ryerson University, Browns Design, Timbuk2

- Provided product-based advertising through social media channels and exceeded expected traffic ratios
- Designed and built portfolio to increase online presence & attract more clients; revs increased over 500%
- Presented multiple workshops; licensed work to major brands; assisted with online presence growth

LEADERSHIP

Accenture - Consultant

Consulted United Way on leveraging social events such as hackathons to increase millennial donor retention over the long term and increasing overall brand awareness with future target demographics.

RBC Next Great Innovator Hackathon - Front-End Developer

Third Place, 2017

Applied creative knowledge of design principles to build a web based platform that could retain millennial loyalty and talent at RBC - utilizing RBC project sponsors to create impactful, value projects.

RFPA Financial Planning Case, Mar 2017 - First Place | NEXT36 Startup Sprint, Oct 2017 - Third Place

SKILLS

HTML, CSS/SCSS, JavaScript, AJAX/Fetch API, NodeJS, Git, Visual Basic, SQL, Google & Heatmap Analytics, Adobe Creative Suite, Social Media Management