Isabelle Lau

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Education

University of Waterloo Waterloo, ON

BASc (Honours Systems Design Engineering) *Expected Apr. 2027*

Relevant Courses: Entrepreneurial Strategy, Probability and Statistics, Human Factors in Design, Design Systems and Society

Professional Experience

Sun Life Assurance Company of Canada

Strategy Analyst | Technology Strategy (Enterprise) *Sep. 2025*

Loblaw Companies Limited

Loyalty Strategy & Planning Analyst | PC Optimum *Jan. 2025 - Apr. 2025*

- Established baseline procedures for executive-level competitive intelligence of 5 key players, distilled trends into actionable insights and high-growth opportunities into calls to action to support 10-year corporate strategy, streamlining executive decision-making.
- Conducted end-to-end campaign analytics using GCP, SQL, and R; ran A/B tests to isolate key drivers of marketing campaign performance and improved targeted promotional conversion by **1.33%** over control.
- Recovered lagging sales on a breakfast product by analyzing digital engagement, new users, ROI, and incremental sales; generated data-driven recommendations that drove **+$9,000** in weekly incremental sales and increased engagement by **0.14%**.

Toronto-Dominion Bank

Product Analyst | TD Invent – Enterprise Innovation *May 2024 – Aug. 2024*

- Transformed a legacy TD customer intake model by identifying and spearheading the development of a high-impact GenAI opportunity, resulting in TD pursuing net-new intellectual property; partnered with **3+ cross-functional teams** to execute the initiative.
- Generated and refined business requirements and scope to support a vendor selection decision and reduce onboarding wait times by **50%** for ”New to Canada” segment; project opportunity impacts **58,000 customers** and save **4.5MM USD**.
- Conducted deep analysis of Gen. Z market opportunities and pain points to generate quantitative and qualitative insights, then translated into an actionable product roadmap and long-term scalable business strategy.

Questrade Financial Group

User Experience Researcher | Customer Research *Jan. 2023 – Apr. 2023*

- Synthesized **400+ data points** into **10+ key user themes**; identified weaknesses and gaps in Questrade’s digital onboarding; recommended design improvements that reduced onboarding drop-off by **0.9%** and enhanced user satisfaction scores.
- Lead planning and execution of **2 research studies** to inform market fit and viability of a new product by defining user personas/requirements through user interviews and market research.

Projects and Cases

McGill Hacks ↗ | *Project Lead & Business Analyst* *Aug. 2024*

- Solution awarded best design (of 200 projects) and best AI project (usage of GumLoops API).
- Developed *WaitingRoom*, a lightweight, low-cost web app leveraging Gumloop, IFEM API to rethink the waiting room experience.

Scotiabank Hacks ↗ | *Project Lead & Product Designer* *Aug. 2023*

- Solution awarded 3rd place out of 10 finalists by Scotiabank’s executive ESG team.
- Developed *Scotia Empower*, reimagining the ”New to Canada” discovery of Scotiabank via journey mapping and social listening.

Extracurricular Involvement

University of California, Irvine x GATI | *Lead, Design-Thinking* *Jul. 2022 - Present*

- Coached a student body of **500+** on the end-to-end MIT design-thinking process.

Skills

Tools: SQL, R, Python, Google Cloud Platform, Figma, Adobe Creative Cloud, Microsoft Office (Excel, PowerPoint, Word), Confluence, Webflow,
Product Development: Design Thinking, Strategic Roadmapping & Prioritization, Competitive Analysis, Market Research and Analysis
User Experience: A/B Testing, User Research (User Testing & Interviews), Customer Journey Mapping