

CHRIS SUN

Product Manager · Product Designer · AI & Data Products · Fintech & Healthtech

SUMMARY

Product Manager and Product Designer with 7+ years delivering AI-powered, data-driven experiences across fintech, healthtech, procurement, and real estate. Proven 0-1 track record shipping intuitive, high-impact products that drive measurable user engagement and business outcomes. Deep expertise in end-to-end product discovery and delivery, UX/UI design systems, cross-functional leadership, OKR-driven roadmapping, and generative AI product strategy.

EXPERIENCE

Product Designer

MyDoh · RBCx (Fintech) Oct 2022 - Present

- Led end-to-end UX design and product strategy for the savings experience, from discovery and jobs-to-be-done research through delivery, driving 100% YoY increase in kid contributions, \$1M+ in new deposits within 5 months, and 50% growth in Goal feature adoption.
- Redesigned money movement flows (Autoload, e-transfers) using iterative prototyping and A/B testing, reducing friction and delivering 165% YoY increase in fiscal loads to \$33M.
- Shipped Apple Pay and debit card integration end-to-end, unlocking \$200K/week in new transaction volume; collaborated with engineering, compliance, and marketing stakeholders.
- Spearheaded Ignite client acquisition initiative: defined GTM strategy and UX, converting a \$30K investment into \$300K in new money loads, 10x ROI.
- Owned the Activation pod as product lead: drove onboarding, KYC/ID verification, and payments flows through full discovery-to-delivery lifecycle in a regulated, mobile-first environment.
- Applied continuous user research, usability testing, and information architecture (IA) testing to inform data-driven product decisions and maintain compliance with financial regulations.

Product Manager, Data & AI

OMERS May 2021 - Oct 2022

- Launched and scaled OMERS Data & AI Academy in partnership with Coursera, Microsoft, and Vector Institute, driving 20% org-wide adoption of AI/ML upskilling programs and saved \$200K in year one.
- Owned full product roadmap for ML-backed data products including forecasting tools, generative AI dashboards, and internal analytics platforms; defined OKRs, prioritization frameworks, and release milestones.
- Led product redesign of the pension liability model using machine learning: improved actuarial accuracy and reduced risk exposure by \$2M through better model explainability and UX.
- Defined strategy and UX for NLP-powered news aggregation and entity resolution systems, improving signal quality and analyst productivity for investment decision-making.

CONTACT

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EDUCATION

University of Waterloo

MA Economics

Microeconomics · 2013-2014

SKILLS

Product

Roadmapping · OKRs · Agile · Discovery & Delivery · GTM Strategy · Voice of Customer · A/B Testing · 0-1

Design

UX/UI · Design Systems · Figma · Prototyping · Usability Testing · IA · LottieFiles · Adobe CC · v0 · Claude

AI / ML

LLMs · RAG · NLP · Generative AI · Claude · Embeddings · Optimization · Predictive Analytics

Data

Python · SQL · PowerBI · Azure · ETL · Data Modeling

Engineering

React · Node.js · GraphQL · HTML/CSS

Leadership

Cross-functional Teams · Stakeholder Mgmt · Fundraising · Transformation

Co-founder & Product Lead

Eqwitty (AI / Investment Platform) *Sep 2024 - Present*

- Led 0-1 product development: defined vision, roadmap, and design system; managed a team of 3 engineers to ship MVP including auth, onboarding, dashboard, marketplace, and admin surfaces.
- Co-created RAG-powered document analysis pipeline, business proposal scoring model, and term sheet analysis model using LLMs and vector embeddings, working alongside 3 AI engineers.
- Piloting with WeRise Investments; onboarded 5 startups; conducting ongoing VoC research with VCs and analysts to sharpen product-market fit.

Lead Data Scientist

Infrastructure Ontario *2017 - 2021*

- Architected a funding optimization model for 4,000+ buildings, improving allocation of \$200M+ in public capital using constraint-based ML and scenario modelling.
- Built an NLP-powered legal query tool adopted by the procurement team, reducing manual research workload by 20% through semantic search and entity extraction.
- Launched a blockchain-based smart contract platform for milestone-based disbursements, with projected \$2.5M in savings through automated compliance and reduced escrow overhead.
- Led AI product delivery for policy and planning decisions, partnering with government stakeholders to translate ambiguous requirements into shipped data tools.

EARLIER EXPERIENCE



Plexity Health · Co-founder · 2019–2021

- Built a blockchain-based DApp for vaccine tracking and clinic bookings to improve patient access to health data.
- Designed end-to-end product and UX across mobile and web, from concept through launch.

Ryerson University · Visiting Scientist · 2018–2020

- Conducted research on explainable AI and blockchain applications in healthcare settings.
- Built EMR data preparation pipelines and contributed to early ML experimentation for predictive clinical use cases.

Newtopia · Business Intelligence Lead · 2016–2017

- Built executive dashboards and automated data pipelines to support growth at a digital health startup.

LexisNexis Legal · Data Analyst · 2015–2016

- Developed customer segmentation models and business intelligence dashboards for legal industry insights.