

HIRING PACKAGE

March Hiring 2025-2026

Join the Queen's Technology and Media Association,
Canada's leading undergraduate product launchpad.

About QTMA

The Queen's Technology and Media Association (QTMA) is Queen's University's flagship product incubator and entrepreneurial think tank. We launch innovative, student-ideated and student-built technology products.

In collaborating with their interdisciplinary product teams, QTMA members are pushed to develop creative, entrepreneurial mindsets and practical skills across various areas of focus.

IDEATION

BUSINESS PLANNING

SOFTWARE DEV.

PRODUCT LAUNCH

PITCH COMPETITION

CONNECT. LEARN. EXPERIENCE.

CONNECT. LEARN. EXPERIENCE.

McKinsey & Company

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Uber **NEXT36**

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Morgan Stanley

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PayPal

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FINANCIAL TIMES

shopify

ONTARIO TEACHERS' PENSION PLAN



Dior



Houlihan Lokey



HARVARD BUSINESS SCHOOL



STANFORD GRADUATE SCHOOL OF BUSINESS



Wharton
UNIVERSITY OF PENNSYLVANIA

QTMA

Club Structure

QTMA hosts four product teams a year. Outside of the product teams, an operations team works directly with the Co-Chairs to ensure club success.



Each product team ideates, builds, and launches their own venture. While all team members collaborate to come up with their product idea, each member has a dedicated role in the creation and launch of this idea.



Product Team Roles

PRODUCT MANAGER

The product manager is the cornerstone of the team, working closely with all members in both team and individual settings. The product manager must:

- Spearhead the vision, ambition and overall strategy of their team's venture
- Take responsibility for the ultimate progress and accomplishments of their team's product
- Prioritize and delegate tasks between developers, business analysts, and UI/UX designers accordingly
- Be extremely proactive in maintaining an educational and motivating team culture

NOTE: Combination of business and technical knowledge is recommended.

UI/UX DESIGNER

User interface and user experience designers seek to understand user behavior in order to ensure their team's product serves users as effectively as possible. The UI/UX designer must:

- Lead user research efforts, ensuring alignment between user needs and product features
- Collaborate to define product requirements, identify user groups, and lead product usability testing
- Design the format and appearance of the product, conceptualizing initial design ideas and collecting user feedback
- Create and present prototypes, wireframes and design assets to communicate your design decisions

NOTE: Basic ability to navigate Figma is recommended but not necessary.

IDEATE . CREATE . ITERATE .

SOFTWARE DEVELOPER

Developers gain hands-on exposure by building the software product itself. Developers create a "minimum viable product" throughout the fall semester, further iterating it for launch in the winter semester. The developer must:

- Evaluate the technical feasibility of initial product ideas
- Work closely with the UI/UX designer to plan product functionality
- Utilize various technologies to design and develop the software product
- Properly test and assess the product before launch in second semester
- Contribute to the development of the product as a front-end, back-end, or full-stack developer

BUSINESS ANALYST

The business analyst wears many hats on the product team, gaining exposure to analytics, growth, marketing, and finance. Business analysts manage the strategy behind a product's successful launch. The business analyst must:

- Use entrepreneurial design thinking principles to ideate product features
- Identify target market segments and develop strategic marketing channels (ie. partnerships, guerilla marketing pop-ups, search engine optimization)
- Conduct deep market research, resulting in a published industry whitepaper
- Ideate, model, and implement your product's monetization strategy
- Lead your team's product pitch at QTMA's fall and winter Demo Days

SR. BUSINESS ANALYST

SR. DEVELOPER

SR. UI/UX DESIGNER

Senior analysts act as a bridge between their team members and the Product Manager. They will interpret big-picture product goals in order to manage and delegate tasks to their analysts, designers, or developers. They are the frontline of their sub-team's success, and have the unique opportunity to both gain industry experience while also developing dynamic leadership skills.

NOTE: Proficiency in aforementioned role-specific skills is a prerequisite.

Operations Roles

DIRECTOR OF MARKETING

The Director of Marketing plays a crucial role in linking QTMA with the broader Queen's community and beyond! Your primary responsibility is to shape the brand and public image of QTMA. This includes strategizing on how to effectively engage with the Queen's community through club marketing, promotional materials, and managing our social media platforms.

DIRECTOR OF SPONSORSHIPS

The Director of Sponsorships is QTMA's direct connection to external sponsor and corporate relations. You will be building relationships with our corporate partners in order to finalize sponsorship deals and enrich our industry recruitment pipelines.

DIRECTOR OF PEOPLE AND CULTURE

The Director of People and Culture is responsible for fostering a dynamic and supportive culture within QTMA. They are responsible for creating events and strategies to increase engagement and cultivate a strong sense of community club-wide. You'll play a key role in establishing a positive club environment that encourages innovation, teamwork, and personal development. Prepare to shape our culture, where we prioritize creativity, celebrate our achievements, and focus on launching the future.

PLAN . STRATEGIZE . ADVISE .

Interview Prep

RESOURCES

Along with preparing with the sample questions provided, we recommend:

- Speaking with current members about their roles within the club.
- Practicing mock interviews with others, especially technical problems.
- Building a portfolio of past projects, if applicable.
- Reflecting on your interest in technology and past experiences.
- “The Lean Startup” by Eric Ries; this book reviews the lean innovation best-practices of successful startups.
- “Cracking the PM Interview” by Gayle Laakmann McDowell and Jackie Bavaro; this book is integral to many technology and case-based interviews and is applicable to all interview streams.

WHAT WE LOOK FOR

QTMA's hiring process consists of 2 rounds of interviews with a mix of behavioural and technical questions to gauge your ability, passion, and fit. We are seeking highly motivated individuals interested in tech and entrepreneurship who can bring a positive energy to the team.

For all roles, we are looking for the following:

- **Creativity:** An ideal QTMA member is comfortable thinking ‘outside the box’, as every product is unique and requires a different approach.
- **Critical thinking:** Throughout the year, all roles are often tasked with complex issues and it is therefore imperative for each one to possess strong problem-solving & analysis abilities.
- **Genuine passion for technology & product building:** The very core of QTMA is technology, and to excel each member must possess a significant amount of internal motivation stemming from genuine interest in the space.
- **Drive and dedication:** Building a product has many ups and downs throughout the process - it is essential that each member is willing to put their all into the success of their product.

BUSINESS ANALYST

SR. BUSINESS ANALYST

FIRST ROUND

The first round will primarily consist of a mix of behavioural questions split between personal & industry related topics.

Example of personal behavioural questions:

- Why would you like to join QTMA?
- Tell us a bit more about yourself.
- What is an example of a time you've had to overcome a significant obstacle in your life and how were you able to do it?

Example of tech related behavioural questions:

- What is a recent trend within the tech industry you've been following, describe its implications on one industry of your choice.
- What is your favourite software product and why?
- Tell us about an industry of your choice in which tech is currently underutilised and how use of technology could benefit it.

SECOND ROUND

The second round will be a 30 minute continuation of behavioural questions and at this stage, select candidates will be invited to complete a case study analysis of a product/start-up that will be prepared between rounds. Please be ready to answer questions regarding your case study; more information will be provided to those to advance to the second round of interviews.

Example of brain-teaser & creativity questions:

- How would you go about determining the height of a giraffe without any measuring instruments?
- Describe all of the possible things you can do with a paper-clip.
- Why are most water bottles vertical and not horizontal / diagonal?

Example case-related questions:

- Identify the core value-proposition components of a start-up.
- What are some potential areas of growth for the start-up and the risks associated with pursuing them?
- What pricing strategy (e.g one-time, recurring, freemium model, etc) would you recommend the start-up to pursue and why?

INTERVIEW PREP CONT. — DEVELOPER

DEVELOPER

SR. DEVELOPER

FIRST ROUND

The first round will primarily consist of a mix of behavioural questions and personal topics with some questions inquiring on past technical software development experience.

Example of personal behavioural questions:

- Why would you like to join QTMA?
- Tell us a bit more about yourself
- What are you passionate about?
- What are you hoping to get from QTMA and what are you hoping to contribute to QTMA?

Example of tech related behavioural questions:

- From a technical standpoint what is your favourite software product and why?
- Tell us about an industry of your choice in which tech is currently under-utilized and how use of technology could benefit it.
- What is your favourite project you've built/worked on and why?
- In your opinion, what are the most important aspects of a successful software development team?

SECOND ROUND

The second round will be a 20-30 minute continuation of behavioural questions along with a short coding assessment. This can either be concisely explaining a development framework, algorithm, best practices, etc. or can involve a short live coding session where the interviewee will complete a short section of code or find errors in the given code.

Example of short coding related questions:

- Concisely explain a software development framework, algorithm, best practices, etc.
- Live coding session where the interviewee completes a short chunk of code for a given problem.
- The interviewee is supplied with errors in a code chunk and is asked to fix them.

INTERVIEW PREP CONT. — DESIGNER

UI/UX DESIGNER

SR. UI/UX DESIGNER

FIRST ROUND

The first round will primarily consist of a mix of behavioural questions split between personal questions and demonstration of interest in UI/UX design.

Example of personal behavioral questions:

- Why would you like to join QTMA?
- Tell me about three of your strengths and three of your weaknesses.

Example of design-related behavioural questions:

- Describe a past design project you have worked on.
- What tools have you used and/or are experienced with?
- What are some things you'd consider if you were building an app for teachers?

SECOND ROUND

The second round will be a 20-30 minute continuation of behavioural and design-related questions along with a short sample case study you will prepare between rounds. Please be ready to answer questions regarding your case study; more information will be provided to those to advance to the second round of interviews.

Example case-related questions:

- Walk me through the user's perspective in this case.
- How did you incorporate accessibility features into your app?
- What elements did you consider when catering for your audience?

PRODUCT MANAGER

FIRST ROUND

The first round will consist of both behavioural and technical questions ranging from personal background/experiences to product ideation.

Example of personal behavioral questions:

- When was the last time you led a team?
- What is your experience in conflict resolution?
- When was a time you experienced failure?

Example of design-related behavioural questions:

- What is your favorite app? What new features would you add today to increase product value?
- Tell me about a current industry trend. What is your own perspective on how it will develop?
- What are some ways you could measure engagement?

SECOND ROUND

The second round will be a 20-30 minute continuation of behavioural and technical questions along with an interviewer-led case study during the interview.

Example case-related questions:

- How would you decrease subscription churn for Spotify?
- Design a new feature that Spotify could implement?
- How would you determine if Spotify could increase their prices?
- How would you resolve conflicts within your team?

Next Steps

- **Written Apps Open**
Saturday, March 8th
- **Written Apps Due**
Saturday, March 15th at 11:59pm
- **First Round Interviews**
March 16th - 19th
- **Second Round Interviews**
March 20th - 22nd
- **Decisions Released**
March 23rd

ACCOMMODATIONS

QTMA believes in having a team of diverse backgrounds and voices to drive innovation for everyone. We understand the importance of providing equal opportunity for all applicants. If you require any accommodations throughout the application process, please reach out to the co-chairs.

QTMA

INNOVATE WITH US.



Janevra Pier
Janevra.Pier@queensu.ca



William Du
William.Du@queensu.ca



Claire Hu
Claire.Hu@queensu.ca



Chloe Houvardas
Chloe.Houvardas@queensu.ca