

# LUKE WALSH

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## PROFESSIONAL EXPERIENCE

### EXPONENT, REFERRALS, REMOTE

*Product Manager Coach, January 2019 – May 2021*

- Taught product management skills covering product sense and execution
- Grew a personal line-of-business operating entirely on word-of-mouth with no advertising
- Received 100% positive feedback with significantly higher job-placement for clients

### FACEBOOK, MENLO PARK, CA & LONDON, UK

*Product Manager, August 2015 – April 2018*

- Empowered engineers to solve the most urgent problems, aligned cross-functional teams on roadmaps, and defined shared success with internal + external partners on 4 teams:
- Workplace: Shipped platform for bots, authenticated previews, Group/account management
- Maps: Migrated maps infrastructure to programmatically suggest OpenStreetMap edits & worked with local mappers to kick off machine vision + FB crowdsourcing contributions
- Pages: Shipped configurable call-to-action buttons on Pages
- Profile: Removed 40+ features from Profile and simplified editing

### COMRSE, SEATTLE, WA

*Product Manager, August 2014 – December 2014*

- Shipped a management system to automatically generate, target, and run ads from 1-click e-commerce catalog import
- Drove weekly feature development as a technical conduit between CEO, designer, and engineering team as the first Product Manager in the company
- Wrote a complete frontend re-architecture in ember.js while we were hiring a new UIE

### MICROSOFT, BELLEVUE, WA

*Program Manager Intern, May 2014 – August 2014*

- Defined ship criteria and performed data analysis for various frontend product teams on Bing
- Quantitatively researched usage of existing features to drive product roadmaps
- Led a market segmentation project that informed key strategy investments for 2015

### MIT LINCOLN LAB, LEXINGTON, MA

*Software Engineer Intern, May 2013 – August 2013*

- Improved algorithm speed for a passive radar detection system >100x to reach real-time
- Designed an embedded system to control an ADC system inside passive radar nodes

### AIR FORCE INSTITUTE OF TECHNOLOGY, DAYTON, OH

*Embedded Systems Engineer Intern, May 2012 – May 2013*

- Implemented two operating systems (C++, FreeRTOS) for a satellite development platform
- Wrote a web control frontend for satellite control
- Led student design teams through integrating their satellite payloads with the architecture

## EDUCATION

### PURDUE UNIVERSITY, WEST LAFAYETTE, IN

*Bachelor of Science in Computer Engineering, minor in Economics*

- GPA: 3.5
- Honors: Deans List, Honors Program, Presidential Scholarship, Engineering Scholarship

## ADDITIONAL PROJECTS

- **Bitcoin Derivatives Trading:** Actively managed an intra-day and long-term strategy 24hrs/day
- **US Stock Trading:** Researched & actively traded a concentrated portfolio of US tech stocks to massively beat all market indices, predicted the COVID drop & briefly moved to 100% cash
- **Purdue Hackers:** Founded the club that organizes hundreds of hackers across disciplines
- **BoilerMake:** Ran UX on founding team for Purdue's hackathon with >\$100k in sponsorship
- **Sigma Tau Gamma:** Founding member of Purdue chapter, President, won top STG chapter
- **Purdue Autonomous Aerial Vehicle:** Hacked quadrotor to navigate indoors
- **Engineering Honors Program:** Mentored new students through their first year
- **BEST Robotics:** Built a robot to operate in fake factory, placed 17<sup>th</sup> out of ~500.
- **SocialLock:** Lock PCB, iOS App, & Linux hub for an open source retrofit smart-home
- **Toucan:** iOS app + base station for menus/ordering/payment via BLE
- **Course Butler:** Web app to notify students when seats open up in classes from scraping
- **Outfitly:** Web app for social outfit sharing & product tagging & shopping
- **Moments:** iOS app to share & uncover fading photos from visiting physical locations
- **Hometown Fireworks:** Managed seasonal tent for 3 years with >\$100k/yr in sales