

# REZWAN ISLAM

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## SUMMARY

Product-focused professional with 2 years of experience driving digital product development, A/B testing, and cross-functional collaboration. Skilled at turning data into strategic insights that enhance UX, boost engagement, and deliver business value.

## EXPERIENCE

### Product Analyst Intern | Odynn | New York, NY | June 2025 - Present

- Led 3+ cross-functional design iteration sessions using Figma, Jira, and Confluence, gathering stakeholder feedback to define MVP scope and reducing UI-related support tickets (e.g., navigation issues) by 25% post-launch.
- Designed and executed an A/B test in Amplitude to evaluate booking flow improvements (e.g., layout changes), analyzing 1,000+ user sessions and driving a 12% uplift in conversion.
- Analyzed client interactions and preferences using Amplitude and Tableau to identify product gaps such as onboarding inefficiencies, creating prototypes that increased B2B client demo requests by 15%.

### Business Development Intern | Small Business Development Center | New York, NY | September 2024 - December 2024

- Led market research and customer discovery efforts for 10+ entrepreneurs, helping validate business ideas and refine positioning strategies, resulting in a 25% improvement in client pitch success rates during advisor reviews.
- Supported the development of business plans and financial projections for startups across industries such as retail, food & beverage, and fitness, increasing client preparedness for investor and SBA loan meetings by 40%.
- Implemented a centralized database for tracking client interactions and portfolio performance, reducing data retrieval time by 50% and improving analysis accuracy for strategic planning across 15 startups.

### Digital Product Management Intern | Rocket Mortgage | Detroit, MI | May 2024 - December 2024

- Partnered with engineering and design teams to integrate a Plaid CTA feature into the Rocket Mortgage Mobile App, optimizing backend processes and increasing account creation speed by 400%.
- Defined integration requirements for an AI-driven chatbot to streamline onboarding for the Rocket Mortgage Mobile App, reducing banker queries by 40% through seamless functionality and system compatibility.
- Led the design and implementation of a Rocket Homes app feature for a side-by-side house comparisons, increasing user engagement by 20% and earning the Tech Demo Award for June 2024.

### Product Development Intern | MegaPlants LLC/Kosha Botanica | New York, NY | February 2024 - May 2024

- Conducted market research using Keepa and Jungle Scout to analyze 300+ trending SKUs; identified two high-potential products projected to boost sales by 20%, aligning with MegaPlants' sustainability mission.
- Partnered directly with the CEO to assess ingredient formulations and strategic fit, recommending 3 trending tinctures from a pool of 200+ that drove a projected 25% increase in revenue.
- Executed digital marketing strategies (e.g., social media campaigns) for two eco-friendly product lines, increasing online engagement by 15% and strengthening MegaPlants LLC's brand positioning.

### Mechanical Engineer | Zachry Nuclear Engineering | Stonington, CT | May 2021 - January 2023

- Conducted comprehensive heat transfer analysis for Arkansas Nuclear One Plant design modification, ensuring HDPE pipe temperatures remained below 120°F over 10 hours, validating safety and regulatory compliance standards.
- Evaluated the addition of 10 electrical equipment units in a 5,000 sq. ft. Control Room, determining a <2% increase in heat load using advanced assessment techniques, ensuring system integrity and efficiency.
- Led a jib crane modification project, increasing cleaning process speed by 400% for strainer maintenance while ensuring compliance with ASME N001 standards for nuclear crane operations.

## EDUCATION

**MBA Candidate | Baruch College, Zicklin School of Business | 4.00**

**Bachelor of Engineering in Mechanical Engineering | The City College of New York | 3.83**

## LEADERSHIP

### Vice President | Baruch Data Science & Analytics Society (DSAS) | February 2024 - Present

- Led cross-functional teams across communications, content, and events to plan and execute 15+ workshops, panels, and networking initiatives for students, resulting in a 300% boost in engagement and doubling active membership within one semester. Oversaw event logistics, outreach, and feedback collection to ensure alignment with organizational goals and culture.
- Designed and implemented engaging multi-platform campaigns using Canva and Brevo to promote internships, events, and resources, boosting digital engagement by 250% and achieving a 65% newsletter open rate.

## SKILLS

**Technical Skills:** Jira, Confluence, Azure DevOps, Asana, Notion, OKRs/KPIs, Agile/Scrum/Kanban, Wireframing, Roadmapping, Backlog Management, Microsoft Office, Lucid Chart, Figma, Miro, Zendesk, Amplitude, Tableau, Adobe Analytics, SQL, NoSQL, Python, Excel VBA, Power BI, Lean Six Sigma

**Soft Skills:** Strategic planning, analytical skills, data-driven decision-making, quantitative skills, cross-functional collaboration, leadership, adaptability, marketing, product management, business intelligence, supply chain, collaborative.