Brandon Rho

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PROFESSIONAL EXPERIENCE

Sony Interactive Entertainment | *Product Manager*   **May 2024 – Aug 2024**
- Worked alongside the live team, creating, researching and deploying live services content within the game MLB: The Show using **Tsunami** and a **C#**-based content tool
- Developed player retention strategies alongside cross-functional teams using various forms of research from player surveys to client input through dedicated forums; presented relevant information to the team and stakeholders using **Tableau** as well as **Excel** and **Python**
- Generated revenue flow (of **Stubs**) within a dedicated marketplace by researching market trends and formulating pricing models based on currency flow at the time of release of player packs
- Managed and deployed a capstone project from 0-1 called the **Extreme Program** that is an annual staple within the franchise, and is a container for a branching *Mini-Seasons, Moments, Showdown* modes, and rewards unique and valuable cards
- Day-to-day operations were **agile**, and included a daily in-person standup, research, content development, playtesting, product management, and deployment

National and Security Innovation Network | *X-Force Fellow*   **Jun 2023 – Aug 2023**
- Generated time-series forecasting AI models of Ports of Loading (POL) areas throughout the globe using **Python** using **NumPy** and **pandas** for large dataset handling and **TensorFlow** for the integration of ML
- Identified patterns in ship behavior with seasonal time series data using **SARIMA** while highlighting time dependencies with **recurrent neural networks** for instances of sequential data derivative of time-dependencies
- Highlighted and modified satellite imagery of global petroleum, oil, and lubricant storage with **ARCGIS Pro** which was then integrated into SARIMA to account for the spatial data that the model inherently lacks
- Built a hierarchical design of the ports with a descriptive view of model data interpretation by connecting an ontology (using **TopBraid** & **Protégé**) with a labeling program (**Label Studio**)

EconOne | *Associate Analyst*   **Apr 2021 – Aug 2021**
- Built custom **Python** script that parses .pdf documents of a MiLB baseball schedule and records data into **Excel** with pandas and NumPy, organizing larger datasets with **Oracle**
- Created several **R** scripts to generate visual representations of pay flow over the course of a minor league season applying **multiple linear regression** to investigate the determinants of salary fluctuations
- Contributed expert statistical insights and domain-specific knowledge on niche variables influencing model outliers by employing robust techniques such as **Cook's Distance** for identifying influential points, and **quantile regression** for assessing the effects of these variables on the tails of the distribution
- Utilized multivariate adaptive regression splines (**MARS**) to model nonlinear relationships and interactions that could explain the presence of outliers

humanID | *Product Manager Intern*   **Apr 2021 – Jun 2021**
- Communicated with both the stakeholder and developer end of the company in an **agile** workspace, making use of **Miro** for road mapping, **Kanban** boards for organization, **Jira** for task distribution, and **Confluence** docs
- Designed multiple **sprints** for the development team, holding weekly team meetings to ensure all the developers had the necessary tools and time to complete any given task
- Provided technical support with **Git** version control as well as through **PowerShell** scripts for aid

EDUCATION

Washington University in Saint Louis
Master of Science, Engineering Management

Aug. 2024 – May 2025
St. Louis, MO

Washington University in Saint Louis
Bachelor of Science, Computer Engineering

Aug. 2022 – May 2024
St. Louis, MO

Claremont McKenna College
Bachelor of Arts, Economics and Engineering

Aug. 2018 – May 2022
Claremont, CA

RELEVANT COURSEWORK

Product Management: Engineering Management and Financial Intelligence, Project Planning Methodologies, Emerging and Disruptive Technologies, Innovation and Entrepreneurship, Technical Writing, Engineering Design, Marketing Innovation, Leading in a Technology-Rich World, Cross-Cultural Negotiation

Technical Coursework: Mobile Application Development, Electronics and Circuits, Computer Engineering, Data Structures and Algorithms, Digital Logic and Computer Design, Linear Algebra, Physics I/II/III, Parallel and Concurrent Programming, Systems Engineering, Probability and Statistics for Engineering, Retro Game Design, Computer Architecture, Web Development, Systems Software

SKILLS & INTERESTS

- **Languages:** Python, Java, SQL, Arduino C, HTML/CSS, C++, Git, VHDL/RISC-V, Swift, JavaScript, R, Tableau, Jira
- **Projects:** Traffic Light Simulator, Twitter Clone, Reddit Bot, MIPS Pipeline Microprocessor, Game Design, Extreme Program
- **Interests:** Baseball, Hiking, Game Development, Story-Building, Travelling, Entrepreneurship, Sabermetrics