

# CALEB REN

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## EXPERIENCE

### IXL LEARNING

San Francisco, CA

#### Product Manager

Feb 2022 – Present

- Spearhead the IXL Quizzes product roadmap for an 8-person development team, delivering a 90% on-time launch efficiency and driving a 15% increase in user engagement for 15M+ users of a B2B SaaS product
- Define product strategy and set quarterly goals for the IXL Quizzes team, using user feedback, data analytics, and collaboration with C-suite stakeholders to align team initiatives with business objectives and benchmarks
- Lead cross-functional teams in the design, engineering, and launch of complex, UX-oriented student assessment products, impacting 1M+ web and mobile users with a strong focus on usability, scalability, and user satisfaction
- Drove the full 0-1 product lifecycle for Common Assessments and Quiz Resources, from ideation to post-launch improvements, resulting in 80K users within the first month and an 8% boost in B2B pilot conversions
- Orchestrated the development of high-impact teacher and classroom engagement features (e.g. Skill Plans, Group Jams, Takeoff core curriculum), leading cross-functional teams in engineering, product marketing and messaging, and curriculum development to drive adoption for strategic accounts

### IXL LEARNING

San Francisco, CA

#### Software Engineering Intern

May 2021 – Sep 2021

- Implemented mobile-responsive redesign of customer self-service webpages, improving mobile bounce rate by >20%
- Contributed to code reviews, project documentation, and technical debt management for redesigns of IXL Help Center and Admin Resource Center, impacting 10M+ teacher and administrator users
- Authored a comprehensive implementation guide for accessibility and HTML best practices, ensuring compliance to accessibility web standards for all major desktop and mobile browsers

### GOLDMAN SACHS

New York, NY

#### Software Engineering Intern

May 2020 – Aug 2020

- Designed and implemented MVP front-end for internal compliance data retrieval tool using TypeScript and React
- Conducted user interviews and usability tests across Global Compliance team to identify pain points and design user flows
- Captained team in firmwide coding competition, placing 3rd out of 100+ teams based on speed and correctness of solution

### EF EDUCATION FIRST

Boston, MA

#### Management & Data Science Intern

May 2019 – Aug 2019

- Analyzed NPS and other BI metrics for core market development team across 30+ EF European tour products as management and data science engineer
- Developed custom models in R and Python to evaluate, predict, and optimize operating costs and customer return rates
- Synthesized research findings and delivered optimizations for 12+ hotel properties to VP of marketing and sales development

### HARVARD ASSOCIATION FOR US-CHINA RELATIONS

Cambridge, MA

#### Director of Technology

Sep 2017 – Sep 2019

- Led 50-member \$1M nonprofit in shaping long-term timelines, identifying and executing objectives and key results, and spearheading organization-wide projects
- Directed 250+ US and Chinese volunteers and collaborated with technology, education, design, and operation teams to organize 5 global conference programs with 15K+ attendees

## EDUCATION

### HARVARD UNIVERSITY

Cambridge, MA

#### Bachelor of Arts (AB, Statistics, Secondary in Computer Science)

2021

Activities: Harvard Association of US-China Relations (President), Harvard Graduate School of Education Innovation and Ventures (Director of Technology), Harvard College Consulting Group (Case Team Leader)

## ADDITIONAL INFORMATION

**Programming Languages:** Python, R, SQL, Java, JavaScript/TypeScript, React

**Technical Skills:** Data science, data analytics, statistical modeling, front-end development, Google Analytics

**Other Skills:** Product management, Product marketing, User research, Scrum, UI/UX design, Adobe CC, Figma

**Other Activities:** Code Tenderloin (Instructor, Curriculum Developer), Harvard Business Analytics Program (Statistics Tutor)