Hollis Cooper

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⚧ She/Her
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Education

Master of Computer & Information Technology,
University of Pennsylvania
May 2022
GPA: 3.96/4.0

Master of Fine Arts,
Claremont Graduate University

AB, Magna cum Laude,
Princeton University

Certificates

Azure AI Fundamentals ⧉
Microsoft

AI Product Management Specialization ⧉
Duke University

Skills

Machine Learning + AI
NLP, Generative AI, CNNs, Transformers, Computer vision, Responsible AI principles

Languages + Tools
Python, SQL, Java, Javascript, Git, Streamlit, API integration

Databases
RDBMS, MongoDB, Postgres, AWS, Azure, Relational data modeling

Data Analysis + Reporting
Google Analytics, Excel, Amplitude, Looker Studio

Experiments + Optimization
Qualitative/quantitative research, Insight generation, A/B testing

User Experience
Design thinking, Prototyping, Information architecture, ADA, QA

Software
JIRA, Confluence, Figma, Adobe CC

Recent Work Experience

Head of Product, *Cohart*
May 2023 – Feb 2024
- First head of product for seed-stage B2B2C and B2C creator-economy start-up with social, e-comm/marketplace, and SaaS features.
- Reported to COO and led 3-person design/UX team.
- Oversaw end-to-end product execution for 9 major feature releases on mobile/web apps, increasing MAUs by over 400% and active users by 100%.
- Drove launch of first Android app, doubling WAUs in first month post-release.
- Built first unified analytics reporting framework through user-journey event identification and documentation, providing SQL queries to data consultant.
- Worked with consultants for Cohart's first AI/ML integration to establish recommendation behaviors for search and advisory flows.
- Stabilized sprint timelines, shortening them by 15% by partnering closely with the head of engineering and working with dev, QA, design, and UX teams.

Digital Strategy Director, *Claremont Graduate University*
Jul 2017 – Jun 2022
- Led a 3-person digital product team and managed 3 external agency partners.
- Improved website SEO, accessibility, and QA scores to meet or exceed industry benchmarks, growing inbound traffic 30% YoY for FY 20/21.
- Improved applicant numbers for teacher education by 157% YoY 20/21 via user journey research and data-driven content development.
- Reduced staff report generation time by 80% by implementing CGU's first dynamic reporting framework using Google Data Studio.
- Led intranet migration from 3rd party platform and redesigned it according to user/security needs, making it the 2nd most visited site on the CGU domain.

Digital Strategy Lead, *Claremont Graduate University*
Sep 2015 – Jun 2017
- Won a Bronze CASE District VII Award and increased admissions leads by 20% within the first year of executing the university's largest digital transformation project encompassing web products designed for students, faculty, and staff.
- Improved bounce-rate/stickiness on academic program pages by 20% and increased time-on-page over industry standards through market- and user-research-fueled content/UX strategy.
- Managed stakeholder buy-in on a cross-functional team that included 6 members of senior leadership and an external development agency.

Additional Work Experience
- **Principal, Hollis Tenley Consulting** (2000-2015)
  Worked with companies of all sizes for brand development, UX/UI, full-stack web development, and interactive design. Selected clients include EMC Corporation, the U.S. Holocaust Memorial Museum, DeBusk USA, RSM Equico.
- **Web Design Lead**, Amadeus North America, Inc.(2000-2004)
  Worked directly with teams of engineers, providing UX, UI, and front-end development in rapid release cycles on a digital B2B product for travel agents.

Personal Technical Projects

Streamlit Data Dashboard demo
Python and Streamlit data visualization dashboard that pulls insights from a CSV.
https://github.com/htcooper/data-dashboard ⧉

Projects for UPenn Artificial Intelligence + Databases
- Built and trained a neural network and N-gram language model
- Built song-recommendation web app with AWS, API integrations, React/Node. Team project; personal contribution: UX, APIs, wrote optimized SQL queries for content-based recommendations.