

## NFL

Product Manager, Video | June '18 - Present

I am currently responsible for the maintenance, optimization, and execution portions of NFL video and livestream. Previously worked on NFL.com, with successful integrations including Minute, WSC, Stanza, Parse.ly, and Adobe Target, resulting in numerous improvements to internal KPIs by over 5%

## CANCERBASE

Product Manager | Aug. '16 - June '18

Lead product manager for mobile application, SideEffects. I was responsible for creating the product roadmap, strategy, and vision, as well as coordinating with a small team of 3 engineers and 1 designer. I helped implement an AGILE environment for the engineering team, and successfully pitched and landed SideEffects in numerous clinical trials.

## VITERBI SCHOOL OF ENG.

Teaching Assistant | Aug. '16 - June '16

Developed lesson plans, ran lab sessions, and graded over one hundred students. Courses taught included Intro to Web Development, PHP and MySQL Databases, and PHP Frameworks.

## HULU

Product Lifecycle Intern | May '17 - Aug. '17

Working cross-functionally with the marketing and product teams, I executed welcome series product testing to see the impact of highlighting customer care for new users. Additionally, I collaborated on the development of a multi-million dollar onboarding campaign with the USPS.

## KOBE INC.

Project Manager | Dec. '15 - Aug. '16

As intern to Kobe Bryant himself, I created and managed media in a variety of mediums, from written to web to mobile. Projects have been implemented in advertisements and on the web. Project recently won at 2018 Oscar's.

## CORNERSTONE ONDEMAND

Product Intern | Jan '16 - April '16

Under an AGILE environment, I worked directly with customers, optimized the roadmap by identifying their pain points, and headed Google Analytics integration across 25 million client platforms.

**GOAL:** make something meaningful.

# JARED BASS

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I'm a cross-disciplinary thinker and creator who through a combination of design, software, and business skills is able to form unique insights.

## UNIV. OF SOUTHERN CALIFORNIA '18

B.S. Arts, Technology and the Business of Innovation

GPA: 3.75

## SKILLS

### Development

HTML5, CSS3, JavaScript, Node, Java, C++, PHP, Laravel, MySQL

### Design

Photoshop, Illustrator, InDesign, AfterEffects

### Business

Product & Program Management, AGILE, SCRUM, Public Speaking, Excel, MOAT, IAS, Parse.ly

## PAST PROJECTS

### ATOM + HP, CancerBase

With over 100,000 applicants, my team was chosen to present to President Obama, the DOD, and others at SXSL. Led development of SXSL experience, website, and D3 data visualizations.

### SideEffects

As head of Product and Business, I created the product roadmap and vision, conducted all consumer research, am leading a small team of engineers, and am executing the UI/UX design and iOS development processes in an AGILE environment. SideEffects has been selected to join Joe Biden's Cancer Moonshot Initiative. App store release estimated for mid-2019.

## AWARDS

- USC Presidential Scholarship Recipient
- Wearhacks LA: Best Design and Microsoft Award
- Dean's List for Academic Achievement
- Nationally Recognized Author (Scholastic)
- Innovation Coast Competition Finalist
- Published Work: "Something to Call My Own"
- Staff for Emmy nominated work, "Wonder Buffalo"