

JESSE CHOU

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EDUCATION

The University of Texas at Austin	BBA, Management Information Systems	December 2022
Corvinus University of Budapest	Study Abroad Affiliate Program in Budapest, Hungary	Fall 2021

EXPERIENCE

Scholastic – *Associate Business Analyst*; New York, NY January 2023 – August 2023

- Led a 12-person cross-functional team to build a corporate eReader in React.js for Scholastic product integrations
- Managed all Scrum ceremonies and bridged the gap between engineering and stakeholders by helping define business requirements and managing the product backlog, resulting in a 20% improvement in project delivery timelines.
- Demonstrated exceptional adaptability and technical acumen by actively contributing to code and design changes (React.js, SCSS, Figma) throughout the SDLC as a Business Analyst, resulting in a 10% sprint velocity increase.

NBCUniversal – *Media Tech Intern*; Remote September 2022 – December 2022

- Spearheaded a complete Jira revamp within the Salesforce Technology Partners team resulting in a 250% increase in report time via updated workflows, ticket statuses, and project configuration
- Developed BRD's and worked cross-functionally within the Technology & Operations unit at NBCU helping organizations save an average of <\$50k/per quarter
- Presented Salesforce Sales Cloud & Lightning configurations to the AdSales and Content Operations departments

Yext – *Technical Engagement Intern*; New York, NY May 2022 – August 2022

- Utilized Yext's product suite of Listings, Pages, Answers, and ETL for different clients ranging from Ameris Bank, Ring, Liberty Mutual, State of New Jersey, and The Regis School
- Revamped a Consulting SME Searcher utilizing a Live API, Figma, and Jira for capstone project working cross-functionally with Design & Development and presented final product to relevant stakeholders
- Assisted the Implementation and Managed Services departments within the ProServ division resulting in \$100k+ recognized revenue throughout an 11-week internship

WANNAB Studio – *Co-Founder & Production Lead*; Austin, TX December 2019 – December 2022

- Founded production company (wannabstudio.com) specializing in brand development and content creation with advanced proficiency in Adobe Creative Cloud, web development, and social media content creation
- Showcased work to clients all around the world including Marriott, Hyatt, Langham, Tao Group + more
- Lead and direct the creative team in the production of all marketing collateral, ensuring visual communication and brand standards are met while overseeing client pitches, proposals, and storyboard development

NOTABLE PROJECTS

goitinerate.com (Figma) – Designed a MVP including a functional mobile app UI/UX through Figma and a responsive landing page that allows travelers to discover and review other travelers' itineraries based on their travel preferences. After deploying email marketing and user interviews, we found that travelers often use unorganized ways of planning after A/B testing and evaluating user flows. A final prototype was presented to McCombs Entrepreneur Summer Fellowship and SEAL Accelerator.

ADDITIONAL INFORMATION

Programming: Javascript, SQL, HTML/CSS

Tools & Frameworks: Figma, Bitbucket, Jenkins, Jira, IntelliJ, React.js, Adobe Creative Cloud, Miro, Squarespace

Interests: SaaS, Venture Capital, Cryptocurrency, Education, Personal Finance, Travel, Skydiving