

Jason Kathawa

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Education **University of Michigan - Ann Arbor** **GPA 3.35/4.00**

Stephen M. Ross School of Business

Bachelor of Business Administration (April 2021)

- Emphasis in Marketing and Strategy
- Peer Mentor for incoming first-years

College of Literature, Science, and the Arts

Bachelor of Science, Computer Science (April 2021)

- Recipient of Meijer Family Scholarship for first-generation college students
 - Ranked 1st of 50 teams in showcase for Elementary Programming Concepts course
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Experience

Summer 2020 **Katch Media** **Los Angeles, California**

Product Manager Intern

- Led the inception and strategic planning of the startup's consumer-facing film-recommendations app alongside the Chief Product Officer, leveraging research to create an initial Product Requirements Document for the development team
- Analyzed the strength and performance of competitors and complements, culminating in a view of the competitive landscape as well as tactical insights and recommendations
- Mapped potential customer experiences through customer journey flows specially devised to be consumable to both the UX/UI designer and the development team
- Assisted in primary market research through survey design and focus group administration, informing the product team for strategic direction discussions

2019-Present **University of Michigan, College of Engineering** **Ann Arbor, Michigan**

Instructional Aide

- Teach fundamental computer science concepts to students with no prior programming experience, helping establish a solid foundation for future computer-science education
- Adapt teaching style and content in office hours and discussion settings to be inclusive of different learning styles, increasing each student's understanding and boosting scores
- Develop exams for one of the University's largest courses under the dynamic remote learning curriculum, integrating feedback continuously to ensure fairness

Summer 2019 **Quicken Loans** **Detroit, Michigan**

Software Engineering Intern

- Acted as a tech lead, product manager, and software engineer for a tiger team of software engineers tasked with creating a sales and marketing web application from zero to production in 8 weeks, helping to increase salespeople's closed loan volumes
 - Translated financially-technical feature requests into actionable tasks for a non-financially savvy team, enabling engineers to write elegant, scalable code
 - Facilitated and contributed to software architectural design discussions, resulting in a cohesive and intellectually safe team and a flexibly designed application
 - Communicated continuously with application's customers (marketing, sales) to integrate feedback and manage expectations, maximizing visibility and effective decision making
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Additional

- **Skills:** C++, Java, Python, HTML, JavaScript, SQL, CSS, R, Git, Excel, PowerPoint
- **Courses:** Advertising, AI, Branding, Data Analysis, Finance, Operations, Social Media
- Play hockey weekly with fellow business students for the Ross Ice Hockey club team
- Hiked at Glacier National Park in 2017; backpacked North Manitou Island in 2019
- Spent a summer creating a business, "Fruit and Tie, LLC," to make a mobile-app game