JOE KRACZ

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EXPERIENCE

Founder at Cause Compass   Sunnyvale, CA   04/2023 – Present
- Completed market analysis and interviews to strategically position Cause Compass in the nonprofit software landscape
- Secured a spot in a Tulsa-based pitch competition, presenting to investors and a live audience
- Launched a podcast and newsletter featuring local nonprofits to increase their outreach and public engagement
- Developing the MVP using Next.js, TypeScript, and Tailwind CSS, focusing on user-centric design and functionality
- Engineered a data scraper in TypeScript to populate a PlanetScale MySQL database with IRS nonprofit data using Drizzle ORM

Senior Technical Product Manager at Reach Financial   Sunnyvale, CA   08/2022 – 03/2023
- Coordinated with cross-functional teams to define the vision and roadmap for a new, all-purpose lending product
- Interviewed internal stakeholders and customers alongside the design team to plan a new vision for the company website
- Conducted A/B tests in the loan application funnel that increased percentage of customers who linked their bank account by 15%

Product Manager at Even Financial   New York, NY   04/2021 – 08/2022
- Led the integration of a new A/B testing tool and defined the procedure for running empirical A/B product tests at the company
- Created a new consumer-facing marketplace integration that yielded $300K within the first quarter of launch
- Developed and marketed a debt optimizer API product for businesses to help consumers find a better deal on their debt
- Led multiple brainstorming sessions with company executives to identify our customer segments and build personas
- Launched a tool that enables our partners to offer a financial wellness product marketplace to their customers

Product Manager at Azlo   Birmingham, AL   08/2019 – 04/2021
- Set the product strategy for, built, and launched an Azlo credit card program in less than four months
- Built multiple lending referral partnership programs which drove over 8,000 applications for Paycheck Protection Program loans
- Increased customer adoption of our invoicing product by over 40% through a redesign and the new, "quick win" features
- Helped design, implement, and test an instant payment product in the mobile app that utilized Visa Direct
- Led the mobile product team to launch an international payments system in the Azlo mobile app in Android and iOS

Software Engineering Intern at Alphadyne Asset Management   New York, NY   06/2018 – 05/2019
- Designed and built a relational reference data management system that enabled users to easily access and manipulate trade data
- Designed and implemented data pipelines to integrate with a new financial management software with the existing system

Head Teaching Assistant at NYU General Engineering Dept.   New York, NY   03/2017 – 05/2019
- Presented the department's vision to the dean of the engineering school, which secured funding for the following academic year
- Started a pitch competition where enrolled freshmen can showcase their projects to an audience of potential investors
- Developed a new curriculum where freshmen work in groups to rapidly design and prototype an engineering-focused project

Engineering Aide at Con-Edison   New York, NY   06/2017 – 04/2018
- Designed and implemented IoT sensor data pipelines and an algorithm that generated actionable alerts based on pattern detection

SOFTWARE PROJECTS

Personal Website: www.joekracz.com: Built with Next.js as a portfolio to showcase projects and career milestones

Kracz Clothing Co. https://kraczclothingco.netlify.app/
- Built an interactive e-commerce platform with shopping carts and filters using React, Redux, and Styled Components
- Managed user authentication and session security via Firebase Auth and Firestore

Coffee Shop Search https://coffeeshopsearch.netlify.app/
- Created a location-based coffee shop finder in Next.js with upvoting functionality and statically generated profiles
- Integrated Foursquare's Location API to pull location-based coffee shop data and Unsplash's API to pull stock imagery

EDUCATION & CERTIFICATIONS

NEW YORK UNIVERSITY – *B.S. Computer Science, Minors in Finance & Mathematics*   New York, NY   2015 – 2019
Certifications: AWS Certified Cloud Practitioner ('23), Certified Scrum Product Owner CSPO ('19)

SKILLS & ACHIEVEMENTS

Programming Languages: *(proficient)*: JavaScript, TypeScript, Python, SQL, HTML *(familiar)*: Java, C#, CSS
Frameworks & Libraries: React, Next.js, Node, Express, Tailwind CSS, Redux
Software: Figma, Jira, Firebase, Optimizely, Mixpanel, Amplitude, Datadog, MongoDB, PlanetScale, Vercel, Netlify, Adobe PP
Soft Skills: Project Management, A/B Testing, Data Visualization, Interaction Design, Stakeholder Management, Video Editing
Achievements: 2019 Venture For America Fellow: Selected as one of 200 fellows nationwide for intensive startup ecosystem training