

# Jordan Jackson

  JaycJack  JordanJackson

334 Denniston St. Pittsburgh, PA 15206

[jordan.cjack@gmail.com](mailto:jordan.cjack@gmail.com)

(302) 357-8561

## EDUCATION

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**Carnegie Mellon University** — College of Computer Science  
M.S. Human-Computer Interaction

**Pittsburgh, PA**  
August 2017-Present

**Cornell University** — College of Arts and Sciences/ Engineering  
B.A. Government, Information Science (*partial MPS*)

**Ithaca, NY**  
May 2016

## PROFESSIONAL EXPERIENCE & RESEARCH

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### Roblox Inc.

*Product Manager Intern: Engineering*

**San Mateo, CA**

January 2017-July 2017

- Managed console product pipelines to support technical and budgeting efforts across data, engineering, and UX strategy teams for in-game chat features, multiplayer, market expansion, and cross-platform play capabilities
- Designed and technically specified 3 new platform features with regard to user search capabilities, new user on-boarding, and enhancing back-end infrastructure to track and contextualize in-app user flow data
- Developed and prioritized 3 new data analytics frameworks to track, in-house, over 1 million concurrent users on partner console platforms: Microsoft Xbox and Windows (desktop/mobile)
- Led preliminary partnership with a third-party localization company and specified localized app builds to ship to 7 different countries spanning South American, Asian and European Markets slated for Q2
- Helped develop specifications for dynamic in-app text translations used by developers as a future domestic product release

### The Kini Group

*Product Developer/ UX Strategy Extern*

**Chicago, IL/Ithaca, NY**

August 2016-December 2016

- Developed scalable recommendations to improve the UX/UI of Kini-Metrix SaaS 5.0 Solution for Q4, 2016 release
- Implemented a predictive analytics product road map as an addendum to Kini-Metrix core SaaS platform
- Collaborated with UX teams in India and Chicago to recruit and conduct A/B testing and qualitative interviews for 5 targeted user groups in Ithaca
- Presented a market research analysis as a deliverable to help strategize new product launches — sussing out 12 competitor launch models and prioritizing ideal user buckets

### CNN — CNN Money

*Data Science & Multiplatform Research Intern*

**New York, NY**

May 2015-August 2015

- Mapped CNN Money monthly audience measurements across mobile and desktop platforms
- Scrubbed new audience data sets and interviews to track cross-platform user growth and demographic shifts
- Designed and specified CNN Core prototype - a mobile application built for multi-modal news compilation
- Collaborated with Marketing and Ad-Sales to spec native advertisement packages and strategize 8 future market launches

### Servy App

*Product Marketing Intern*

**New York, NY**

November 2014-March 2015

- Investigated current trends and consumer market flow in the NYC foody-hospitality industry
- Mapped consumer behavior and innovative tech to aid in initiating a market strategy for a hospitality startup
- Researched into Facebook, Twitter, and Instagram as potential advertisement mediums and viability for e-commerce features

### Center for the Study of the Economy and Society — Cornell University

*Research Assistant*

**Ithaca, NY**

April 2014-September 2014

- Analyzed the operational behavior as influenced by risk, venture, investment, and capital allotment of NYC tech start-ups in wake of 2007-08 financial crisis
- Mapped sources of revenue and scrubbed qualitative data for over 100 fledgling start-ups
- Analyzed monthly labor and compensation data and assessed startup value, providing market strategy recommendations

## SKILLS & INTERESTS

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*Technical:* Java, Python, SQL, HTML, R, SAS, advanced in Excel, database scrubbing, & rapid prototyping

*Interests:* /dev/color, Robotics, Serena Williams, cake baking “aficionado,” IOT, and obsessed with any work by Ken Follett

*Other:* Teaching Assistant for Design and Web Programming (Cornell), Robotics research @ Human Dynamics Lab, Research @ SML