

Justin Rodriguez

Associate Product Manager II @ Yahoo APM program

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Experience

Yahoo Personalization - Associate Product Manager

Summer 2021 - Present, Sunnyvale CA

- Increased time spent on Yahoo mweb homepage by 15% by isolating headlines present on screen to gain a clear dwell signal for personalization
- Introduced characteristic based KPIs to improve the quality, learning and diversity of Yahoo's content and feature experiences
- Developed methodology for predicting long term value of engagement features on a personalized basis and for comparing that value to the short term values of ads, subscriptions and commerce
- Increased customizations on Next Gen Yahoo Homepage by 3x by implementing a personalized ranking system for cards for users to add to their dashboard
- Organized weekly and monthly community and learning events as part of the Yahoo APM program

Find My Magic Augmented Reality Game - Solo Creator

Summer 2022 - Present

- Launched Find My Magic, an Augmented Reality game to play while waiting in line at Disney, allowing for guests to be entertained while also being immersed in the highly themed queues of the attractions
- Currently working on marketing and user acquisition

Yahoo Fantasy Sports - iOS Engineer

Summer 2019 (Internship), Summer 2020 - Summer 2021 (Full-time), Sunnyvale CA

- Launched Fantasy Plus, a subscription product for the Yahoo Fantasy Sports app, on iOS by working on a team, and developing several advanced features like Start Optimal Players, Trade Insights, and upsell flows
- Increased sports betting traffic by developing several entry points in the players tab and player cards
- Launched Best Ball, a new Yahoo Fantasy Sports game, by working on a team and developing several iOS features such as the game's main roster view where users track team players' points

DripDrip Social Hydration App - Solo Creator

Fall 2019 - Present

- Launched DripDrip, an irreverent social based hydration tracker and reminder iOS app where friends remind each other to drink water and track their progress
- Created product vision by conducting user surveys and community research, wireframing, developing, and testing solutions resulting in the improvement of 1000+ users' health

Weekend Trip App - Solo Creator

Fall 2018 - Summer 2019

- Made travel more accessible for 200+ users by developing a flight search app that finds the cheapest round trips for the upcoming weekend resulting in a spontaneous and affordable trip planning experience

Paysafe Group - Software Engineering Intern

Summer 2018, Sofia Bulgaria

- Optimized team productivity analysis for over 900 employees in 130 teams by writing a Jira extension web app that automates team report writing and task time estimation

Education

Texas A&M University

B.S. Computer Science

Minor in Cybersecurity

Minor in Art

Extracurricular

Drums, Soccer, Travel, Entrepreneurship, DJ, FatFIRE, Fitness, 2nd Place Aggies Invent, Team Texas at the Weizmann Institute International Physics Tournament, Houston Marathon 2014 & 2022 Finisher

