

Justin Rodriguez

Associate Product Manager II @ Yahoo APM program

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Work

Yahoo Personalization - Associate Product Manager

Aug 2021 - Present, Sunnyvale CA

- Increased time spent on Yahoo mobile web homepage by 15% by isolating headlines present on screen to gain a clear dwell signal for personalization
- Introduced characteristic based KPIs as an alternative to solely engagement 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

Yahoo Fantasy Sports

iOS Engineer, Aug 2020 - Aug 2021, 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
- Contributed to team initiatives, by developing onboarding flows for the new sports betting offerings, and by fixing existing bugs and crashes
- Increased sports betting traffic by developing several entry points in the players tab and player cards

iOS Engineer Intern, Summer 2019, Sunnyvale CA

- 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

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

Projects

Find My Magic Augmented Reality Game - Solo Creator

Jun 2022 - Present, Newly launched

- 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

DripDrip Social Hydration App - Solo Creator

Aug 2019 - Present, 1000+ users

- An irreverent social hydration app where friends remind each other to drink water and track their progress

Weekend Trip App - Solo Creator

Aug 2018 - Aug 2019, 200+ users

- An app to help make travel more accessible to college students by cheapest round trip for the upcoming weekend

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