

# 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 18% 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