Justin Rodriguez

HowdyJustin.com | rodriguezjustin657@gmail.com | Linkedin.com/in/justin-rodr

Experience

Yahoo Personalization - Associate Product Manager
Summer 2021 - Present, Sunnyvale CA
● Increased content and utility card engagement on Next Gen Yahoo by launching an ALS model that ranks modules by estimated engagement for individual users resulting in increased retention for the site.
● Started Full Page Optimization initiative to use ML and heuristic algorithms to arbitrate between features and content contributing to different KPIS (revenue & retention) on a personalized basis promising a more personalized experience for 30m+ MAU on Yahoo article pages and a more optimized control system for Yahoo business
● Increased Yahoo Homepage personalization amongst scanners and underengaged user segments by expanding the height of article cards on the Homepage stream and introducing passive hover data as a user signal for personalization resulting in increased retention

Yahoo Fantasy Sports - iOS Engineer
Summer 2019, Summer 2020 - Summer 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
● 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 - Founder
Fall 2019 - Present
● Created product vision by conducting user surveys and community research, wireframing, developing, and testing solutions resulting in the improvement of 1000+ users' health
● Launched DripDrip, an irreverent social based hydration tracker and reminder iOS app designed for the subreddit community, r/Hydrohomies, using the Isenberg Unbundling Strategy

Weekend Trip App - Founder
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

One Inc (After School App) - Design Intern
Summer 2017, San Francisco CA
● Achieved over 500k matches in 3 months by designing a new feature in the After School App that helps connect high school students

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 Finisher