

Pranav Ambwani
Leader, Innovator, Developer

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Experience

LG Electronics - Product Management Consultant

June 2018 - August 2018

- Implemented Agile ideation plan, collecting and executing 30% more ideas than historical best
- Automated troubleshooting process by proposing and developing 3 self-service Android applications for B2B department to handle service requests, minimizing travel time and expenditure
- Led 3 cross-functional teams from product conception through launch and multiple iterations, being utilized at most B2B departments nationwide and HQ in Korea

Hyperbole News - Co-Founder

January 2018 - June 2018

- Under USC's exclusive incubator, LavaLab, created Chrome extension called Hyperbole to eliminate fake news by targeting authors and journalists
- Defined key personas, use cases, and success metrics to validate opportunity hypothesis via customer development, and wrote press release and product review before developing MVP
- Developed frontend and backend of application from scratch using JavaScript, NodeJS/ExpressJS, MongoDB/Mongoose, and HTML5/CSS3, assigning scores based on Hyperbole's algorithm
- Won two of three awards, Crowd's Favorite and Venture Capitalist's Favorite, at demo night

Zwift - Technological Functional Consultant

January 2018 - May 2018

- Laid out short-term and long-term strategic user experience product roadmap for Engineering
- Identified, planned, and oversaw broad initiatives to enhance experience for riders and runners to help achieve fitness goals faster
- Raised UX measures by 25% through increased user feedback collection, synthesis of solutions, and more frequent iteration to customer needs

American Express - Product Management Consultant

June 2017 - August 2017

- Spearheaded project titled, "Analysis of Competitor Creative Strategy on Display Media" to completely revamp web portal for acquisitions and activations of credit cards worldwide
- Worked with key business stakeholders to define product scope and goals, develop prototypes, requirements, and business plans, improving visitor to sale conversions from 64% to 75%
- Founded internal, award-winning (Best Team) coalition, "People Team," focused on maintaining and boosting culture and morale

IBM - UI/UX Developer

June 2016 - August 2016

- Collaborated with business, technology, and cross-organizational departments to define, design, and implement end-to-end user interfaces and experiences for B2B payments and corporate travel
- Translated business requirements into elegant user experiences for desktop, mobiles, and ATMs
- Developed user flows, navigation systems, detailed wireframes, user interface specifications, prototypes, and other artifacts to support user goals and business objectives
- Developed GUI from scratch employing JavaScript, HTML5/CSS3, AJAX, XML, JSON, and jQuery

Education

University of Southern California

May 2015 - May 2019

B.Sc. in Electrical Engineering

GPA: 3.70

- Received 4.0 GPA for five consecutive semesters after switching major to Electrical Engineering; story from failure to success published in USC's blog to motivate undergraduates
- Leader of NROTC Tutoring Association; coded website from scratch to more efficiently communicate with 30+ students, boosting average grades by 20%

Technical Skills

- **Selected Languages:** JavaScript (ES5/ES6/ES7), C++, HTML5/CSS3, Java, MySQL, PHP
- **Selected Frameworks:** ReactJS, NodeJS/ExpressJS, MongoDB/Mongoose, jQuery, Bootstrap