

Kush Thaker

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github.com/kushthaker

Skills

Data analysis (SQL, Python, MATLAB), wireframing (Sketch, Balsamiq), agile methodology (user stories, sprint planning)

Experience with A/B test design, survey creation, and design sprints

School

Systems Design Engineering

University of Waterloo,
Class of 2020

TD Scholarship for Community Leadership

Selected as one of 20 national recipients for \$70,000 award

Community

Future Possibilities for Kids

Coached high-school students with goal setting and execution of bullying awareness campaign

Volunteered at monthly activity days, Ready, Set, Inspire! events, and graduation celebrations

Job Experience

Associate Product Manager, AppDirect

Spring 2018 - Present

Released 2019 upgrade to white-label security software for major ISPs. Coordinated between scrum team and security partner to deliver before Windows OS update introduced breaking changes, securing 3M ARR.

Developing embeddable chat product to improve user experience and reduce support technician handle time.

Product Manager Intern, Influitive

Fall 2016 - Fall 2017

Partnered with team leads on product specifications, sprint planning and feature rollouts for flagship customer advocacy platform. Released reporting features contributing to \$100k in upsells for 2017.

Established a system to collect, triage and respond to customer feature requests. Enabled stakeholders to vote on features, reference public roadmap, and segment product feedback by user and account fields.

Analyzed session data and identified inefficiencies in admin user workflow. Interviewed customers and end-users to design tool for customizing views of contact data and survey responses.

Database Administrator Intern, Rubicon Project

Winter 2016

Acommodated for increasing data footprint on core network file system by migrating historical datasets to Amazon S3 and Glacier. Resulted in 63% increase to storage capacity on NFS over 4 months.

Wrote Bash and Python scripts to manage MySQL instances accessed by Data Operations team. Released new database schemas, corrected records and managed user permissions for reporting applications.

Marketing Analyst Intern, Polar

Fall 2014

Analyzed clients' native advertising programs for quarterly business review meetings. Presented insights on how to increase CTR of campaigns by changing ad placement, design, and creative copy.

Determined industry benchmarks on performance of native advertisements across publishing industry. Referenced own client reporting data and independent research reports.