Kush Thaker

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Skills

Data analysis using SQL, Python, MATLAB, BI tools, wireframing with Sketch or Balsamiq, agile planning in JIRA.

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

Education

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

Projects

VoiceDB

Exploring how applications of natural language processing can help teams document knowledge.

Community

Future Possibilities for Kids

Volunteer for youth leadership program where kids ages 9-12 plan and deliver community action with 1-1 mentorship of trained coaches.

Work Experience

Associate Product Manager, AppDirect
Spring 2018 - Present

Owned redesign of customer chat experience. Worked with UI/UX designer on concept screens, aligned with engineering lead on scope, and wrote user stories to deliver modern LogMeIn widget to partner teams.

Co-owned 2019 upgrade of white-label security software for ISPs. Communicated between scrum team, Bitdefender and contract QA to deliver in 3 months before Windows OS Update introduced breaking changes and support calls for customers ($3M ARR contracts).

Conducting build-or-buy analysis for SMB support desk with focus on email, ticketing and telephony domains.

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 $100,000 in upsells for 2017.

Established system to collect, triage and respond to customer feature requests. Enabled product team to see suggested features and their demand by total users and revenue.

Analyzed session data and identified inefficiencies in admin user workflow, resulting design, development and rollout of report builder feature to export custom views of contact data and survey responses.

Database Administrator Intern, Rubicon Project
Winter 2016

Migrated historical datasets to Amazon S3 and Glacier to accomodate for increasing data footprint on core network file system. 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.