

Kush Thaker

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Experience

Product Manager, Influitive

Fall 2016 - Winter 2017

Determined product specifications for new measurement tools by interviewing customers and consulting with engineers. Wrote all documentation and marketing communications for feature release.

Built internal product metrics dashboards to identify trends in end-user retention and engagement behaviours. Insights from these dashboards drove product strategy decisions and annual roadmap planning.

Designed new digest email increasing logins from email clicks by 400%.

Developed a scalable process for collecting, triaging, and responding to customer feature requests, enabling PM team to prioritize investigations.

Marketing Analyst, Polar

Fall 2014

Analyzed clients' native advertising programs and presented recommendations to improve CTR of campaigns. Delivered insights on placement optimization, UX of ad units, and creative copy.

Conducted research to determine industry benchmarks on performance of native advertisements across publishing industry, referencing product data, Dow Jones Factiva, and independent research reports.

Database Administrator, Rubicon Project

Winter 2016

Accommodated 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 administered database users for reporting applications.

Education

Systems Design Engineering

University of Waterloo, Class of 2019

Learned programming, design, statistical analysis, and system modelling.

Web Development Immersive

Brainstation, Toronto

Built content aggregator and e-commerce store using RoR and AngularJS.

TD Scholarship for Community Leadership

\$70,000

Technical

SQL, Python, *nix, HTML/CSS,
JavaScript, Ruby on Rails

Projects

Your Vote

Built web app using OpenParliament API to inform citizens of how their elected representatives voted on bills.

Build-a-Bot

Designed tool for B2C businesses to create Messenger bots used for lead acquisitions and product sales.

CanYouth

Implemented website for high school students to share feedback with their peers, educators, and policy-makers.

Courses

Human Factors in Design

Designed user interfaces built upon principles of display design.

Product Design

Led design sprint process to research, prototype, and validate solutions for poor landing page conversion rate.

Interests

Meditation, Hip Hop Music,
Productivity, Mexican Food