Logan M. West

(509) 630-1738 | loganwest379@gmail.com | Linkedin.com/in/loganwest03

EDUCATION

Brigham Young University – Marriott School of Business Provo, UT
Bachelor of Science in Strategic Management, Minor in Computer Science *Dec 2026*
Emphasis in Product Management – 1of 25 students selected for specialized PM track in the business school
- GPA 3.93 / 4.00
- *Washington Apple Education Foundation,* Full Tuition Merit-Based Scholarship
- *Member of:* Product Management Association & Marriott Research Fellows

EXPERIENCE

LeaderFactor *(Leadership Assessment SaaS)* Lehi, UT
Product Manager Intern *Jan 2026 – Apr 2026*
- Prototyping and testing direct-to-consumer funnels (landing pages, messaging, pricing) with rapid A/B experiments
- Tasked with analyzing usage and survey data to validate the 15-skill model and improve onboarding and retention
- Building competitor scans, personas, and customer journey maps to inform positioning and go-to-market strategy
- Producing concise executive readouts (findings, KPIs, next experiments) and drafting UX copy or lightweight PRDs

Brevium *(Healthcare SaaS – Patient Reactivation)* American Fork, UT
Product Manager Intern *May 2025 – Aug 2025*
- Designed a scalable intake framework to streamline team operations and cut research time by 50%
- Enabled enterprise billing for the top 15 private equity clients by leading a 4-engineer team from discovery to launch of a new billing feature
- Saved 6+ hours weekly by leading discovery and execution on a unified billing system that consolidated legacy platforms
- Addressed role ambiguity for 3+ product teams during a company-wide restructuring by creating and launching the first standardized PM onboarding guide

Brigham Young University – Marriott School of Business Provo, UT
Product Strategy Research Assistant *Feb 2025 – Apr 2025*
- Clarified the PMA's value proposition for students by structuring 30+ content assets on club tracks and offerings
- Promoted user engagement by integrating 5+ interactive features, accelerating website usability and user retention
- Reduced navigation errors by 35% through user-driven audits, usability testing, and iterative design improvements

Nouri.ai *(CRM and Events Platform)* Provo, UT
Product Manager Intern *Jan 2025 – Apr 2025*
- Minimized user confusion by ~30% through targeted onboarding videos, improving adoption and retention
- Analyzed client processes and surfaced 10+ system inefficiencies, recommending improvements to senior leadership
- Outlined a 25% website efficiency gain by delivering a report on navigation and feature optimization

TECHNICAL PROJECTS

Ski Waxing Website – Founder & Product Builder Orem, UT
Personal Project | 2025 *Oct 2025 – Present*
- Validated service gap in ski maintenance through surveys of 20+ local skiers confirming unmet demand
- Built a website prototype using AI-assisted tools *(Cursor, ChatGPT)* with *HTML, CSS, and JavaScript* for responsive UI and form functionality
- Outlined a go-to-market strategy targeting students, projecting 30 first-season bookings from survey data

LEADERSHIP

The Church of Jesus Christ of Latter-day Saints Tucson, AZ
Full-time Volunteer Representative *Jul 2021 – Jul 2023*
- Improved effectiveness of 18+ individuals by 70% through personalized coaching and dynamic team trainings
- Coordinated with international teams across language barriers to streamline workflows and align weekly goals
- Directed goal setting and accountability for 20 team members, driving collaboration and measurable progress

SKILLS & INTERESTS

- **Product Management:** Jira, Agile, Notion, Confluence, Salesforce ▪ **UX/UI & Prototyping:** Figma, Bolt, Lovable ▪ **AI & Automation:** OpenAI API, Cursor AI, ElevenLabs ▪ **Data & Analytics**: Python, SQL, R, Tableau
- **Certificates:** Mendix Rapid Developer Certification
- **Interests:** Passionate skier — skied at 10 resorts and counting, with a dream to go heli-skiing