

# MARL JONSON

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## EDUCATION

### San Jose State University

Expected Graduation: May 2028

Bachelor of Science in Computer Science, Minor in Geographic Information Science

San Jose, CA

- **Coursework:** Data Structures and Algorithms, Intro to Computer Systems, Cloud Computing, GIS & Spatial Analysis (planned)
- **Organizations:** Apple Next-Gen Innovators Program, Network Engineering Tech Society, Cyber Intelligence & Security Club

## EXPERIENCE

### San Francisco Bay Area Rapid Transit District

Apr. 2025 – Present

Product Manager Intern

Oakland, CA

- Analyzed BART rider data and led 10+ field interviews to create a training simulation game impacting youth engagement
- Identified 15+ adoption challenges with HR and Talent Acquisition; turned insights into career pipeline improvements
- Developed a game manual, training documents, teachable curricula, and event templates to support partners and field teams
- Refined Microsoft Office reports summarizing project cost factors and operational recommendations for HR leadership
- Managed Agile sprints and Jira workflows while keeping cross-functional teams aligned through Outlook and Teams
- Presented use cases and deliverables to 6 transit HR leaders tailored to their game adoption and user experience needs
- Gained exposure to public sector technology operations, marketing, customer service, and administrative processes

### Mozilla Responsible Computing Club @ SJSU

Jun. 2025 – Present

Front-End Website Developer

San Jose, CA

- Built a full-stack club website utilizing GitHub pull requests for version control and Jira tickets for development tasks
- Built and maintained responsive web designs using Next.js, Tailwind CSS for styling, and Auth0 for secure authentication
- Created Figma wireframes and user flows for UI/UX prototyping; engaged in bi-monthly Agile sprints and weekly stand-ups
- Performed 5+ user interviews using A/B testing to evaluate the usefulness of website features on club members and officers

### San Jose Consulting Group

Sep. 2025 – Nov. 2025

Product Strategy Analyst for Extern, LLC

San Jose, CA

- Tested 5+ consumer AI models to see how Extern, LLC appeared, providing insights for market positioning and research
- Built keyword and content strategy to boost Extern, LLC's visibility and attract high-intent students across all funnel stages
- Recommended content formats and CTAs to grow engagement, trust, and conversions through blogs, FAQs, and landing pages
- Created SEO roadmap using long-tail keywords and social media storytelling to drive qualified traffic and applications

### NASA L'SPACE Program

May 2025 – Aug. 2025

Technology Proposal Authorship & Review Fellow

Remote

- Led cross-disciplinary meetings and document collaboration for a NASA engineering proposal (cold welding in robotics)
- Applied structured writing and data presentation strategies using Microsoft Excel, Word, PowerPoint, and Teams
- Produced 10 pages of clear technical documentation using Word, Excel, and proposal templates for non-technical audiences

## PROJECTS

### Draftly (AI Resume Builder) | React, Node.js, OpenAI API, Figma, HTML/CSS, Git

- Built a website (React.js UI) from Figma designs with modular components for resume generation tailored to job descriptions
- Integrated OpenAI API to analyze user data and job posts, generating ATS-optimized resumes in downloadable PDF format
- Collaborated via GitHub and Slack; shipped functional MVP with team learning React.js, Node.js, and Git from scratch
- Submitted and presented minimum viable product to the Hack for Humanity 2025 hackathon in Santa Clara, California

## TECHNICAL SKILLS

**IT Skills:** Windows, Linux Ubuntu, software troubleshooting, device setup & configuration

**Productivity Tools:** Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Workspace, Adobe Creative Cloud, Zoom

**Programming/Scripting:** Python, Java, C, JavaScript, Bash, Git/GitHub, Visual Studio Code

**Multimedia & Web:** HTML, CSS, Figma, video editing (Adobe Premiere Pro, iMovie), website content updates

**Certifications:** IBM Enterprise Design Thinking Practitioner, AWS Certified Cloud Practitioner (in progress)