

EXPERIENCE

Dynamic Pricing & Consumer Behavior @ Jet.com

Product Manager | Sept '16 - Aug '18

- Collaborated on machine learning model and designed associated user interaction model for innovative price-probing algorithm on Walmart.com
- Developed strong technical and data analytics skill set to work across both Jet and Walmart product orgs and within 2 months of being onboarded onto Walmart.com tech stack, launched a major pricing algorithm to liquidate items
- Created and executed end to end user experience features for dynamic pricing, savings and customer conversion:
 - Researched, designed and architected promotional feature for most intense sales period of the season, managing a team of 45 people across 13 functions to deliver before the start of sales period for the business – the feature doubled conversion of exposed users
 - Designed, architected and managed cross-functional product bundles feature, which became key selling point for critical brands such as Apple on Jet as part of re-brand and made users 1.5x more likely to convert compared to single product purchases
- Directed all holiday efforts for pricing team including prioritization of work and leading sprints to deliver critical work prior to company-wide code freeze for retail holiday period

Digital Product & Service Design @ Accenture

Consultant | Feb '14 - Sept '16

- Conducted primary research to define long-term state and multi-year roadmap for Fortune 25 high-tech enterprise, including development of digitally-led customer service and self-service functionality
- Led 60 person team to deliver consistent cross-functional web experience across mobile, tablet and desktop for Top 4 telecommunications client
- Spearheaded business-critical special projects for creating and executing on e-commerce browsing and promotions experiences alongside engineers and designers

Social Impact Product @ Esoko Ltd.

Product Manager | June '13 - Dec '13

- Product manager for social impact tech startup empowering small-holder farmers through critical mobile agriculture information, including real time market prices, weather information and updates from NGOs
- Explored limited resource user experience: understanding user behavior for impoverished and potentially illiterate users and building user interfaces using basic mobile text (ASCII characters) only
- Specified and designed the tech implementation of pan-African program that launched in early 2014

EDUCATION

Carnegie Mellon University

Masters of Human Computer Interaction, School of Computer Science
Expected August 2019

Cornell University

Bachelor of Arts - Computing & Information Science, Economics
Graduated May 2013

SKILLS

Programs: Jira, Trello, Jupyter, InDesign, InVision, Balsamiq, Powerpoint, Excel, Adobe Analytics, Jupyter, Splunk, Grafana

Languages: Python, SQL (using Hive, Spark, Presto), HTML, CSS, Javascript

Business Skills: Product management, data analysis, product design & strategy, process management, consumer behavior and engagement analysis. Worked with engineers developing in functional languages (F#). Worked with developers remotely (SF, Dublin, India, Argentina)

RESEARCH

Price Perception

Jet.com | Jan - Feb '18

Conducted two month data-intensive study into price perception metrics across Walmart eCommerce, collecting a diverse set of data points through external clickstream data and quantitative customer journey tracking

Connected Experiences Lab

CornellTech part-time researcher
Oct - Nov '15

Published *You Can't Always Get What You Want: Challenges in P2P Resource Sharing*, which was presented at CHI 2016 as part of the research group