Osman Zuberi

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Professional Experience

GenomOncology   **Cleveland, OH**
Product Specialist   *August 2019– Present*
Responsible for designing, configuring and testing the GO Pathology Workbench, a decision support software tool for detailed variant interpretation and therapy / clinical trial matching in pathology labs

- Designed and implemented significant software application re-architecture following Agile methodology to alleviate client pain point of only reporting canonical transcripts, completing project after 4 year initial company delay
- Examined software and collaborated with developers to design and complete 40 tickets to create ability to report multiple transcripts, led to greater expansion of product capabilities and opportunities to implement new feature for clients
- Managed a successful client upgrade across 5 versions of software; included design and consultation with developers for creation of new features and break-fix testing of 2000+ tickets
- Led client training on upgrade from legacy application; renewed client relationship, leading to a 4 time increase in monthly interaction after training was implemented and opportunities for increased feature development and partnership with client
- Created program to onboard, support, and train new employee remotely; mentored new employee during implementation of a software upgrade for a client
- Built custom script for a client that halved resulting in 50% less turnaround time of sample validation before accessioning cases in the Pathology Workbench
- Wrote automated test cases for application features in Cucumber to supplement manual testing

Nielsen   **New York, NY**
Media Lab Fellow   *August 2018 – February 2019*

- Conceptualized and conducted an experiment on Social Desirability Bias and survey methods; concluded that Smart Speaker surveys give more truthful and accurate survey data than traditional online surveys
- Conducted statistical analysis of data from over 100 participants to determine effects of Social Desirability Bias on surveys

Commercial Media Analytics Intern   *June – August 2018*

- Created Amazon Alexa Skill to be used in administering surveys, which led to a new initiative in survey design and administration
- Conducted survey testing, data checking, reporting, and analysis on quantitative research projects; resulted in improved metrics for clients to use in their advertising and marketing decisions
- Evaluated buying habits of 16 - 24 year olds (Generation-Z) to formulate ideas for future implementations of a market tracking system; utilized for data procurement and analytics on watching and buying habits

DroneView Technologies   **Bloomfield Hills, MI**
Sales and Marketing Intern   *May – August 2017*

- Grew sales prospects and client partnerships by 20% by gathering data and conducting outbound sales calls; led to expanded opportunities with prospective clients
- Created CSV Parser Program for quicker and easier MailChimp contact upload process. Used CRM export of contacts along with program to concatenate contact tags resulting in quicker and easier uploading

Leadership Experience

Venture For America   **Cleveland, OH**
Fellow   *July 2019 – Present*

- Selected as one of 200 fellows for the class of 2019 out of 2540 applicants to participate in a fellowship aimed at creating economic opportunity by mobilizing the next generation of entrepreneurs with the skills and resources needed to create jobs
- Participated in a 5 week intensive summer training program which included training from IDEO, BCG, Y-Combinator, Flatiron, WordPress, and other industry leaders

University of Michigan   **Ann Arbor, MI**
Director of Content: MPowered Entrepreneurship   *September 2016 – January 2018*

- Led a team of 8 creating Podcasts, Videos, Newsletters and Articles highlighting and promoting the entrepreneurial community at the University of Michigan
- Increased the number of new participants in MPowered by 2x utilizing Google Analytics and Facebook marketing strategies to increase yield of students exposed to content

Education

University of Michigan, Ann Arbor, MI   *Graduated: May 2019*
Major: Biopsychology, Cognition, and Neuroscience **Minor:** Computer Science   GPA: 3.6/4.0
   Relevant Coursework: Programming and Introductory Data Structures, Discrete Mathematics, Data Structures and Algorithms, Biopsychology, Cognitive Psychology, Statistics, Urdu
Universitat Autònoma De Barcelona, Barcelona, Spain   *January – April 2018*
   Relevant Coursework: Behavioral Economic Incentives in Soccer, Spanish Culture and History

Skills & Interests

- Proficient in Python, C++, HTML and CSS
- Created 2 Amazon Alexa Skills, Machine Learning Title Prediction AI, Euchre (card-game) playing AI, GPA Calculator, and CSV parser program
- Part Time Web-Designer, created thetalormadeagency.com, detroitmixology101.com
- Fluent in Urdu and Hindi
- Former Member of ComCo Improv Club, Phi Sigma Pi National Honor Fraternity