

ROHAN PRABHU

(650) 468-3992 · ruprabhu2@gmail.com · <https://linkedin.com/in/rohan--prabhu/>

EDUCATION

San Diego State University | Fowler College of Business

San Diego, California

Bachelor of Science in Business Administration and Management Information Systems

May 2024

- **GPA:** 3.9/4.0 – Summa Cum Laude, Dean's List 2021, 2022
- **Relevant Coursework:** Data Science with R, Data Management Systems, Python Programming, Project Management, Systems Analysis & Design, Networks & Data Communications

PROFESSIONAL EXPERIENCE

Digital Innovation Lab – DiLab (*Digital Transformation Consultancy*)

San Diego, California

Project Manager

August 2023 - Present

- **Coordinating collaboration** across the machine learning, application design, and UI/UX teams to guide a successful launch for Project IQ, an AI-mentorship application for employees
- **Defining project requirements**, weekly objectives, and milestones in a comprehensive project roadmap to align organizational priorities across a 40-person team
- **Leading weekly check-ins** with team leads to maintain project timeline, identify problems and opportunities, and increase overall project efficiency

UI/UX Lead Consultant

August 2023 - Present

- **Managing the ideation and design** for DiLab UI/UX projects by defining user journeys, developing navigations and flows, and designing wireframes for stakeholder review
- **Facilitating seamless communications** between design, development, and stakeholders to meet application requirements, make prompt design updates, and educate entry-level designers

CXperts Inc (*Customer Experience Consultancy*)

San Diego, California

Conversion Rate Optimization (CRO) Coordinator

March 2022 - Present

- **Collaborating cross-functionally** with product managers, software engineers, and UX designers in conceptualizing, developing, and launch A/B tests to optimize clients' conversion funnels
- **Improving user experiences** by analysing user data, identifying sources of friction within client websites, and presenting findings to key stakeholders and apprise testing / optimization efforts
- **Generating hypotheses, designing solutions**, and prototyping complementary tests for development and implementation, resulting in over \$1.5 million in revenue uplift
- **Analysing, monitoring and compiling** experiment results to ensure test validity and build comprehensive reports for stakeholder review and alignment on testing objectives
- **Creating and administrating defined workflows** between Asana, Google Suite, and Slack to optimize business operations and client communication, reducing project delivery timelines by 30%

NDA - 3D Design (*Request For Proposal Department*)

San Diego, California

Business Systems Analyst Intern

Aug 2023 - Dec 2023

- Conducted system optimization analytics for a leading enterprise in 3D design and PLM software
- Led a cross-functional team of 5 system analysts in proposing an innovative AI solution aimed at automating and streamlining the RFP (Request for Proposal) process
- Presented findings via competitive analyses, current and proposed process models, and a comprehensive report to 30+ corporate stakeholders and 125+ attendees

SKILLS AND CERTIFICATIONS

- **Software:** Figma, APIs, FullStory, Glassbox, Google Analytics, Asana, Click Up, JIRA, Confluence, Trello, Power BI, Tableau // Python, R, SQL, HTML, CSS, JavaScript
- **Skills:** Project Management, Agile, Digital Marketing, Business Systems Analysis, UI/UX Design
- **Certifications:** Google Data Analytics, AB Tasty, Optimizely Certified Experimentation Strategist