Rushir

WORK EXPERIENCE

Bellhops   **Chattanooga, TN**
Associate Product Manager   August 2016 - Present

- Leading CRO initiative, understanding where and why customers drop-off, and making/implementing strategy and design
- Actively conducting field research in various markets
- Conceived, designed, and built growth strategy for improving quality and quantity of truck moves including new designs (for market, home, and service pages), business, operations, and engineering strategies as well as initial marketing implementations
- Conducted usability tests on 6 operations teams to make improvements for internal supply tools
- Conceived internal tools for operations teams to better understand supply in markets
- Worked with data scientists to study Zillow APIs for backfilling internal move size data
- Designed and launched abandoned cart return screen

Bellhops   **Chattanooga, TN**
Product Management/Design Intern   May 2016 - August 2016

- Created internal personas of operations team members through interviews and usability tests
- Gathered and wrote product requirements documents and led design for new internal tools
- Conceived and launched a real time outbound communications monitoring tool
- Led redesign of existing internal tools used by operations teams
- Transformed PRDs and Spec Sheets into MVP user stories and acceptance criteria in Jira
- Performed a competitive analysis during the first week, and gave a company wide presentation
- Conducted customer facing usability tests for new order flow initiatives
- Embedded with 8 operations teams to analyze and create optimal workflows for new and existing tools

Bowery   **Remote**
Designer   October 2014 - April 2015

- Working directly with the CEO to build a coherent design that meshed with business objectives
- Used Photoshop and Sketch to design and present prototypes to leadership
- Built connections with developers to introduce them to Bowery and explore opportunities

FiftyThree   **Seattle, WA**
Job Shadow   July 2014

- Participated in daily briefings with the New York team to go over objectives and WBRs
- Created a Style Guide of the latest product, Mix by FiftyThree

BestFit Mobile   **Remote**
Project Lead Designer   August 2012 - August 2013

- Built and launched a meeting room booking/calendar application built with HTML5
- Led the design of an app and content management system for Fresenius Medical Care

SKILLS

Development: HTML, CSS, Javascript, Python, Java
Design/Prototyping: Sketch, Photoshop, Invision, Balsamiq
Analytics/BI: Segment, Google Analytics, Chartio, Microsoft Excel
Product Management Tools: GitHub Issues, Jira, Trello

EDUCATION

Georgia Institute of Technology   **Atlanta, GA**
Bachelor of Science in Computational Media, Minor in Business   August 2015 - May 2016

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