

RUSHIR PARIKH

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WORK EXPERIENCE

Bellhops

Chattanooga, TN

Director of Special Projects

May 2017-Present

- Selected by the CEO to spearhead a time-sensitive business initiative of shifting to a broker/carrier model. Responsible for proving the viability of utilizing owner-operators of box trucks to provide transportation for local household moves, and actualizing the “Axle” operation by building a scalable driver network
- Designed deployable strategy to allow Bellhops to reach \$1.2M in revenue during the busiest month; 1.6X same market growth MOY
- Built and grew a team from 1 to 12 to acquire more than 150 owner-operators in 17 cities in the span of 2 months, allowing Bellhops to execute more than 1700 moves in the same period
- Developed and implemented growth strategies to increase owner-operator acquisition including the use of email campaigns, Facebook ad targeting, cold calling, and other forms of lead generation
- Operationalized the program by created training and onboarding materials including SOPs and owner-operator guidelines around safety requirements, insurance, etc. required to comply with Bellhops’ new broker model
- Worked with several owner-operators to understand their needs and wants in order to automate many of the internal processes, including: scheduling, dispatching, payouts, gathering and sending job details, etc.
- Worked with Product team to create a permission-based integration with the Bellhops workforce field app for owner-operators that allows them to be automatically assigned to jobs in a given radius, view job details, clock in and out of jobs, and communicate with other members of the move team

Bellhops

Chattanooga, TN

Associate Product Manager

August 2016-May 2017

- Led CRO, understanding where and why customers drop-off in the online order flow, and making/implementing strategy
- Conceived 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 and launched internal tools for operations teams to better understand supply in markets
- Built preliminary move time estimators using Zillow APIs and internal data with Pandas (logistical regression)
- 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 internal tools
- Conceived and launched a real time outbound communications monitoring tool
- Successfully led redesigns for existing tools
- 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

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 for *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, Python, Java

Design/Prototyping: Sketch, Photoshop, Invision, Balsamiq, InDesign

Analytics/BI: Segment, Google Analytics, Chartio, Microsoft Excel

Product Management Tools: GitHub Issues, Jira, Trello, Asana

MENTORS

Pascal Finette

July 2013 - Present

Vice President SU Labs, Entrepreneurship Chair and Global Evangelist at Singularity University, Past Portfolio Manager at Google.org, Past Chair of the Board at Mozilla

Charlie Harding

July 2013 - Present

Director of Product Management at Ushahidi, Past Google Access Partnership Senior Associate

Aza Raskin

August 2010 - Present

Founding Member and CEO of Other, Past Vice President at Jawbone, Past Creative Lead at Firefox, Founder of Massive Health, Founder of Songza

EDUCATION

Georgia Institute of Technology

Bachelor of Science in Computational Media, Minor in Business