

EDUCATION

INDIANA UNIVERSITY | SCHOOL OF INFORMATICS AND COMPUTING, BLOOMINGTON, IN
Bachelor of Science in Computer Science
Specialization: Systems
Honors: Highest Distinction (top 1% of graduating class)

MAY 2017
GPA: 3.93/4.0

WORK EXPERIENCE

ZYNGA, SAN FRANCISCO, CA
Product Manager

August 2017 – Present

- **PROJECT: THE WIZARD OF OZ MAGIC MATCH**
 - Rebalanced the in-game economy by collaborating closely with engineering and QA to change feature rewards and introduce new power-ups in order to reduce free currency inflows and push users to complete harder tasks and participate in longer-term features.
 - Built new store and sales systems that allowed for A/B testing of price points and more flexible user segmentation.
 - Planned and managed the entire live operations cadence including new events, holiday giveaways, and sales in order to keep users engaged and hit quarterly revenue targets.
- **PROJECT: WILLY WONKA'S WORLD OF CANDY**
 - Designed a "Daily Level" feature that 51% of players engaged in on a daily basis and drove DUU/WUU daily engagement.
 - Combated engagement softness by creating a "skip animations" feature and a "move directly to next level" feature that cut wait times between levels by up to 80% and drove a 15% increase in level attempts per day.
 - Created and tested the first sales strategy for the new game which increased revenue per user by up to 18%.
- **PROJECT: HIT IT RICH! SLOTS**
 - Oversaw live operations for an \$80M/year game, improved process flows to cut down live operation setup time from 2 hours/day to 15 minutes/day, and created engaging story-based challenges for players that increased core engagement by 5-10% per event.
 - Spec'ed, supported, and ramped a redesigned spin panel that improved the core UI and UX loops of the game.
 - Initiated an economy analysis and restructured the purchase values in Hit It Rich based on a quantile-analysis of player spend behavior; results showed up to a 30% lift in revenue per user.

DRIZZLE LABS, INC., BLOOMINGTON, IN
Co-Founder/Chief Technology Officer

December 2014 – February 2017

- Worked with and convinced a team of senior venture capitalists to invest a \$290,000 seed round in my Android messaging startup.
- Drove over 80,000 user downloads between our apps by reaching out to tech blogs and news sites, providing quality customer service, and innovating on features that increased user retention.
- **PROJECT: DRIZZLE APPS – DRIZZLE SMS, DRIZZLE CLOCK, DRIZZLE CASH, DRIZZLE REWARDS**
 - Hired and managed an 15-person team to build an SMS app that could compete with pre-loaded Android SMS apps, pay users, and grow quickly.
 - Focused on improving our paid acquisition and building retention-targeting features to mitigate user churn and maintain a user base of 10,000 daily active users.
 - Conceptualized, designed, and developed an Android alarm clock application that paid users to wake up via ad revenue.
 - Put together a sustainable revenue model that was both attractive to users and generated steady revenue for the company.
 - Responded to complaints that our payment system was too hard to navigate by redesigning it from the ground up to provide a streamlined checkout process and promote higher-paying rewards.
- **PROJECT: DASH SMS/MESSENGER**
 - Spec'ed, prototyped, and managed development of a hybrid SMS and instant messenger application that garnered 4,000 installs in its first day.
 - Released industry first features for a social messaging/SMS app including quick reactions, a feature that was later adopted by Facebook Messenger and iMessage.

VOLUNTEERING

AMERICAN RED CROSS, SAN FRANCISCO, CA

May 2018 – Present

Sound the Alarm Technical Administrator/Sound the Alarm Volunteer

- Installed hundreds of smoke detectors in bedrooms, entryways, and other high risk areas of low-income homes as part of the Sound the Alarm campaign to help Bay Area residents prevent fire-related injuries and property loss.
- Took over leadership responsibilities including training new volunteers and monitoring tool and supply counts.

TECHNICAL ABILITIES

Languages: Python (Very Proficient), SQL (Very Proficient), C (Proficient), Java (Proficient)

Web Development: JavaScript (Very Proficient), HTML5 (Very Proficient), CSS3 (Very Proficient), jQuery (Proficient), WordPress (Proficient)

Tools: Excel (Very Proficient), Sketch (Very Proficient), Git (Proficient)

AWARDS

Clapp IDEA Competition (2016): Placed first out of ~70 teams competing for \$15,000 by pitching an entrepreneurial idea to a board of investors.

Wells Scholar (2013-2017): Selected as one of 18 students in a class of 8,000 attending Indiana University based solely on academic and extracurricular merit. Recognized as Indiana University's most prestigious scholarship and among the top undergraduate scholarships in the nation.

INTERESTS

Social Entrepreneurship • Home Automation • Guitar • Flute • Photography • Marathon Running • Skiing • Longboarding • Eagle Scout