JAINALI HIRA

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EDUCATION

Bachelor of Arts, Sociology
Certificates: Computer Science, Design Thinking Strategies
Minor: Business
Overall GPA: 3.7

EXPERIENCE

American Express - *Product Analyst (June 2023 - Aug 2023)*
• Audited current Business Blueprint platforms for accessibility & navigation improvements using assistive technologies in order to design inclusive member experiences.
• Elevated key business unit metrics by tapping into underserved markets, expanding offerings to new audiences, and maintaining brand compliance.
• Created a proposal on how to restructure the team's development lifecycle to better avoid accessibility issues from going live and prevent project backtracking and delays.

Argodesign + Walmart Sam's Club (client) - *Product Design Intern (June 2022 - Aug 2022)*
• Prioritized critical needs for supply chain managers in order to build a product backlog of 30+ requirements to design an internal cloud-based experience that increases visibility on their omni-channel inventory flows.
• Delivered 5+ iterations of product to stakeholders through agile scrum methodology in order to successfully present a solution that improved employee time efficiency by 50% & doubled user productivity.
• Developed detailed technical documentation for handoff to 5+ Walmart engineers & 2 product owners.

Alois Software - *Product Design Intern (Sep 2021 - May 2022)*
• Unified platform to ensure cohesive experience by sprinting & designing 50 interactive screens with various breakpoints and user activity flows.
• Validated and rediscussed designs and direction of product after user research/testing with 32 individuals, and provided 2 solid user personas to guide the rest of product iteration.
• Fostered innovation within company by ideating strategy and user experience for 2 new significant features to include in 3+ VC pitch decks.

Students Who Design Bootcamp - *Product Design Fellow (June 2021 - Aug 2021)*
• Conducted a case study on Instagram's mobile platform and delivered a design concept that refined the collaboration process between brands and content creators.
• Introduced an effective manner of increasing impactful-time spent on platform & opening a new avenue for revenue growth.

LEADERSHIP ACTIVITIES

Founder & Director - *Texas Convergent Forge (Jan 2022 - present)*
• Initiated program to match tech startups/non-profits around Texas to a pool of 30 talented students serving as Tech Leads, Product Leads, Engineers, and Designers to deliver semester-long software projects.
• Overseeing 3 complex projects from inception to completion to ensure stakeholder satisfaction as members design, develop, and test solutions across different teams.
• Increased membership applicants by 414% through mass recruitment and decreased turnover by 20% through implementation of informative weekly workshops for members.

Operations Officer - *American Marketing Association Executive Board (June 2021 - May 2022)*
• Improved accessibility by reducing dues by 20% from previous year and implementing need-based scholarships, resulting in recruitment of 110 paid members.
• Raised over $13,000 by communicating effectively with finance officer to organize partner donations, grants, and other external funding resources.
• Organized the first ever Demo Day, a student-led marketing showcase and networking session with 75 attendees, of which won the "Most Impactful McCombs Affiliated Student Organization Event" Award.

Relevant Organizations: Kendra Scott Women Entrepreneurial Leadership Institute, Texas Convergent
Relevant Completed Coursework: Database Design, Software Design, Mobile Computing, Data Visualization
Skills: SQL, Swift, Python, R, HTML, CSS, Figma, Jira, Confluence, Airtable, Miro, Excel
Certifications: Health Insurance/Coverage Navigator
Interests: Pilates, NBA basketball, Food trucks, Bollywood fusion dance, Grey's Anatomy, and Expanding my taste buds :)