Nina Houston

212-982-0471 — nina.houston13@gmail.com — 345 Columbia Street, Cambridge, MA 02141

WORK EXPERIENCE

MiMedia: *Product Manager* — **July 2023 - Present**

- Design and build new features: Complete competitive research, design new features, create mockups in Figma, write product requirements, make Jira tickets detailing features and bugs, test features and bugs alongside QA engineers, and analyze feature's impact using data from Firebase and AppLovin.

- Create scalable marketing assets: Respond to team requests by developing new content. Generate user engagement through push notifications.

- Oversee Google Play Store: Publish apps, update company app descriptions, as well as create mockups and promotional materials. Point person on GPS requirements and app compliance.

- Manage and support partners and customers: Review and respond to customers requests, create customer support repository, and conduct interviews to gain valuable product feedback. Communicate with partners to understand their unique needs and configure backend to ensure seamless integration.

Vend Park: *Analytics Intern* — **June - August 2022**

Created KPI dashboard for product launch at ten-person start-up. Planned product features and identified data needed for user analytics. Created diagrams of user flows. Revised Figma mock-ups.

Laborie: *Usability Intern* — **June - August 2022**

Planned, lead meetings for, and assisted in the writing of final report of formative study for new product. Conducted usability evaluation for existing product. Edited standard operating procedures for ease and clarity of use. Created flow charts/diagrams to visualize Laborie's usability procedure.

Calix: *Product Management Intern* — **June - August 2021**

- Assessed Pendo, a potential new software for analyzing consumer web behavior. Conducted product research and presented findings to company executives. Led workshop to educate team members. Coordinated customer interviews to supplement Pendo analytics.
- Supported the build of APIs between Calix Marketing Cloud and MailChimp/Facebook. Created training materials to optimize utilization and coordinated product setup.

EDUCATION

Tufts University, Medford, MA — **September 2019 - May 2023**

BS in Human Factors Engineering. Minor in Engineering Management and Entrepreneurship. Dean's List for six semesters. Teaching Assistant of Fundamentals of Human Factors Engineering for five semesters. Served on executive board of ski team and first executive board of new local sorority.

SKILLS

Software and Programming : Intermediate skills in Figma, C++, Javascript, HTML, CSS, CAD 3-D modeling: AutoCAD, Inventor 3ds Max. Exposure to Matlab, jQuery, JSON Objects, XML, PHP and SQL.

User Research: Task analysis, contextual inquiry, personas, formative studies and surveys.