

## JOE KRACZ

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### EXPERIENCE

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#### Founder at Cause Compass Sunnyvale, CA 04/2023 – Present

- Achieved 100 first-month downloads of a nonprofit-focused podcast designed to boost public engagement
- Built a TypeScript scraper to populate and update 1.5M+ nonprofit records in a PlanetScale MySQL database with Drizzle ORM
- Developing the MVP using Next.js, TypeScript, and Tailwind CSS, focusing on user-centric design and functionality
- Completed market analysis and interviews to strategically position Cause Compass in the nonprofit software landscape
- Secured a spot in a Tulsa-based pitch competition, presenting to investors and a live audience

#### Senior Technical Product Manager at Reach Financial Sunnyvale, CA 08/2022 – 03/2023

- Increased the number of customers who linked bank accounts by 15% by running A/B tests in the loan application funnel
- Led a team of 3 engineers and coordinated cross-functionally to start building a new, all-purpose lending product
- Interviewed internal stakeholders and customers alongside the design team to plan a new vision for the company website

#### Product Manager at Even Financial New York, NY 04/2021 – 08/2022

- Created a new consumer-facing marketplace integration that yielded \$300K within the first quarter of launch
- Led the integration of a new A/B testing tool and defined the procedure for running empirical A/B product tests at the company
- Developed and marketed a debt optimizer API product for businesses to help consumers find a better deal on their debt
- Identified new customer segments and built personas by leading multiple brainstorming sessions with company executives
- Launched a tool that enabled 100 business partners to offer a financial wellness product marketplace to their customers

#### Product Manager at Azlo Birmingham, AL 08/2019 – 04/2021

- Set the product strategy for, built, and launched a business credit card program in under 6 months to 10,000 customers
- Drove over 8,000 applications for Paycheck Protection Program loans by building multiple lending referral partnership programs
- Increased customer adoption of our invoicing product by over 40% through a redesign and the new “quick win” features
- Facilitated over \$200K in transactions within one month of launching an instant payment product that utilized Visa Direct
- Helped design, implement, and test an international payments system in the Azlo mobile app on Android and iOS

#### Software Engineering Intern at Alphadyne Asset Management New York, NY 06/2018 – 05/2019

- Designed and built a relational reference data management system that enabled users to easily access and manipulate trade data
- Designed and implemented data pipelines to integrate with a new financial management software with the existing system

#### Head Teaching Assistant at NYU General Engineering Dept. New York, NY 03/2017 – 05/2019

- Created a curriculum and pitch competition for freshmen to build and present engineering projects to investors
- Presented the department’s vision to the dean of the engineering school, which secured funding for the following academic year

#### Engineering Aide at Con-Edison New York, NY 06/2017 – 04/2018

- Saved the company millions in potential damages by implementing a data pipeline and alert algorithm around IoT sensor data

### SOFTWARE PROJECTS

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**Personal Website:** [www.joekracz.com](http://www.joekracz.com): Built with Next.js as a portfolio to showcase projects and career milestones

**Kracz Clothing Co.** <https://kraczclothingco.netlify.app/>

- Built an interactive e-commerce platform with shopping carts and filters using React, Redux, and Styled Components
- Managed user authentication and session security via Firebase Auth and Firestore

**Coffee Shop Search** <https://coffeeshopsearch.netlify.app/>

- Created a location-based coffee shop finder in Next.js with upvoting functionality and statically generated profiles
- Integrated Foursquare’s Location API to pull location-based coffee shop data and Unsplash’s API to pull stock imagery

### EDUCATION & CERTIFICATIONS

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**NEW YORK UNIVERSITY – B.S. Computer Science, Minors in Finance & Mathematics** New York, NY 2015 – 2019

**Certifications:** AWS Certified Cloud Practitioner (\*23), Certified Scrum Product Owner CSPO (\*19)

### SKILLS & ACHIEVEMENTS

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**Programming Languages:** (*proficient*): JavaScript, TypeScript, Python, SQL, HTML (*familiar*): Java, C#, CSS

**Frameworks & Libraries:** React, Next.js, Node, Express, Tailwind CSS, Redux

**Software:** Figma, Jira, Firebase, Optimizely, Mixpanel, Amplitude, Datadog, MongoDB, PlanetScale, Vercel, Netlify, Adobe PP

**Soft Skills:** Project Management, A/B Testing, Data Visualization, Interaction Design, Stakeholder Management, Video Editing

**Achievements:** 2019 Venture For America Fellow: Selected as one of 200 fellows nationwide for intensive startup ecosystem training