

# JAYESH GHOSH

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## SUMMARY

Analytical and insight-driven Computer Science and Advertising student with experience in product strategy, market research, and early-stage user analysis. Skilled at distilling data into strategic insights to guide decision-making. Passionate about identifying emerging trends, evaluating new technologies, and understanding user behaviours in evolving markets.

## EDUCATION

**University of Illinois at Urbana-Champaign**

*Bachelor of Science in Computer Science and Advertising*

**Honors:** Dean's List (Three Semesters)

Expected May 2026

GPA: 3.87/4.00

## SKILLS

**Technical:** Python, SQL, Java, Excel, PowerPoint, JavaScript, HTML/CSS, Git

**Tools:** Google Analytics, Excel Modeling, Power BI, MS Teams, NumPy, Jupyter Notebooks

**Analytical:** User Feedback Analysis, Data Cleaning, Opportunity Sizing

**Research & Strategy:** Market Mapping, Competitive Benchmarking, Product Lifecycle Analysis

## WORK EXPERIENCE

**EasyDo Tasks – Liberty Infospace**

*Technical Product Management Intern*

June 2024 – Aug 2024

- Conducted user segmentation, synthesized feedback from 150+ early users and analyzed usage trend to inform product-market fit decisions.
- Contributed to roadmap planning and sprint structuring through MS Teams, enhancing internal workflow for MSME-focused customer support tools.
- Collaborated with a cross-functional team to develop and iterate an AI-powered chatbot for small and medium businesses as well as reducing average initial response time by 12%
- Helped manage the product requirement and feature prioritization pipeline, ensuring consistent 3-week sprint deliveries while decreasing tech debt by 15%.

## PROJECT HIGHLIGHTS

**PrairieLearn Productivity Extension**

- Conducted student interviews to identify a major friction point in assignment tracking; designed and launched a Chrome extension surfacing urgent tasks from PrairieLearn.
- Built a modular TypeScript/JavaScript extension that prioritized UX and ease of use; allowed students to jump directly to top assignments via a one-click dashboard.
- Integrated user feedback across two iterations, improving engagement and increasing adoption organically across targeted user groups.

**Weather Forecast Integration Web App**

- Created a web-based tool that cross-references class schedules with real-time weather data to assist campus commuting decisions.
- Implemented intelligent caching and async functions to reduce API overhead by 40%, enabling reliable real-time updates with minimal resource usage.
- Engineered a microservice structure with environment-based configuration for maintainability and future scaling.

## RELATED COURSEWORK

Algorithms & Models of Computation, Consumer Insight, Data Structures and Algorithms, Introduction to Computer Systems, Advertising and Brand Strategy, Advertising Research Methods

## EXTRACURRICULAR ORGANIZATIONS

- **Association of Computing Machinery (ACM)**
- **Phi Eta Sigma**

Urbana-Champaign, IL

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