

## EDUCATION

**NEW YORK UNIVERSITY**  
ITP, Interactive Technology  
SEP 2016 – PRESENT

Physical Computing  
Renewable Energy Development  
Operations Management (MBA)  
Augmented Reality Development  
Robotic Design & Development  
User Experience Design  
Advanced Fabrication Techniques  
Advanced Design Theory

**NEW YORK UNIVERSITY**  
B.A. in Economics; Business of  
Media and Technology  
SEP 2007 – MAY 2011

## LEADERSHIP & PRODUCT DEV

**ADURI Founder**  
OCT 2016 – PRESENT

Lead user research, design and fabrication of a patent pending haptic meditation platform that vibrates as the user chants providing an immersive experience

**ROCWATER Co-Founder**  
FEB 2011 – JUN 2011

Led brand vision, product design and key partnership efforts that culminated to pitching product concept to Jay Z's investment team after winning class competition

## INTERESTS

Startups Crossfit  
Music Design  
Travelling Comedy  
Martial Arts Supercars  
Table Tennis Philly Eagles  
Honey Mustard

## HIGHLIGHTS

Grew Blue Label Labs PM team 125% in 1.5 years while managing design and development of +25 mobile apps.

Founded Tech808, which has been featured in *Fast Company*, *TechCrunch*, *Recode*, *USA Today*, *SXSW*, *Forbes* + more.

Coached NIKE GOLF execs to develop next-gen products spanning from digital experiences to sustainability.

## EXPERIENCE

**BLUE LABEL LABS Lead Mobile App Product Manager**

MAY 2015 – AUG 2016

- Expanded size of mobile PM team by over 125% within 1.5 years due to rising client demand
- Institutionalized firmwide PM SOP and protocols to facilitate onboarding new employees
- Launched Orbit, BLL's second game title, reaching in the Top Free iOS App listings
- Monitored PMs with bi-weekly meetings to ensure high-quality engagement with clients
- Oversaw drafting of technical specifications, designs and user test plans for all projects
- Presented management best practices and feedback at quarterly company meetings

**BLUE LABEL LABS Mobile App Product Manager**

MAR 2014 – MAY 2015

- Managed all design and technical engineering tasks for timely delivery of mobile apps
- Translated client vision into actionable milestones and planned development stages
- Drafted detailed technical specification documents to guide and structure development
- Researched and prepared various user stories with designers to guide optimal UX design
- Wireframed, designed and tested responsive marketing web pages and admin portals
- Led QA team to develop test plans, track bugs and control ad-hoc development changes

**TECH808 & THE PHAT STARTUP Co-Founder, Products & Brand**

JAN 2013 - JAN 2016

- Featured on *Fast Company*, *TechCrunch*, *Black Enterprise*, *BET*, *Forbes*, *SXSW* and others
- Managed *Hustle For* app and campaign that engaged nearly 1,000 active global followers
- Executed Instagram strategy that increased engagement by +1900% within 6 months
- Designed all Tech808 branded collateral: merchandise, banners, graphics and programs
- Led market research to develop brand voice across Facebook, Instagram, and Twitter
- Produced +25 startup events in NYC with successful entrepreneurs & venture capitalists

**THE MEDICI GROUP Innovation Consultant**

SEP 2011 – JAN 2014

- Pioneered and designed quantitative & qualitative reporting to visualize critical client data
- Collaborated with content and product team to research and structure client engagements
- Managed international parallel engagements with clients: NIKE, MetLife, Trinidad & Tobago
- Led rapid and iterative execution coaching for corporate C-level teams with Head Coach

**SOCIAL AMP E-commerce Intelligence Analyst**

MAY 2011 – SEP 2011

- Executed digital marketing strategy on +10M users that helped lead to Merckle acquisition

## SOFTWARE & PLATFORMS

<b>PHYSICAL COMP</b> Arduino	<b>PROJECT MGMT</b> Slack Trello InVision	<b>AUDIO/VIDEO</b> FCP X After Effects Logic Pro X
<b>VR/AR</b> Unity	<b>E-COMMERCE</b> Shopify Kickoff Labs Mailchimp	<b>DESIGN</b> Illustrator Photoshop InDesign
<b>iOS Mobile</b> XCode Testflight		

## LANGUAGES

C  
Javascript  
p5.js  
HTML  
CSS  
  
Spanish  
Gujarati

## SKILLS

Product Strategy  
Product Dev & Management  
Design & Branding  
Operations Management  
Fabrication

## CONTACT

4720 Center Blvd, 2112  
Long Island City, NY 11109  
  
jesal.a.trivedi@gmail.com  
jesaltrivedi.com  
@jesaltriv  
  
267.229.2423