

ISABEL AMAYA

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EDUCATION

University of Washington

Bachelor of Science in Informatics with Interdisciplinary Honors, Dean's List x9

Awards: NASA Studentship - \$20,000; NCWIT AiC National Winner '23, NCWIT AspireIT National Winner '23

Organizations: Colortack, Rewrite the Code, NCWIT, SHPE, ALPFA, Latina in Tech, Out for Undergrad (O4U)

Skills: Python, SQL, Figma, Jira, A/B Testing, Agile/Scrum, PRD Writing, Stakeholder Management, User Research

June 2027

Seattle, WA

GPA: 3.7

RELEVANT EXPERIENCE

Bank of America | Product Management Intern | New York City, NY

June 2026 - Present

- Drove product development for the Custom ETF Basket platform, partnering with engineering and trading desk stakeholders to scale **intake capacity 5x**, from 500 to 2,500 baskets.
- Identified traders lacked visibility into stock basket details; designed and **launched** a click-in dashboard consolidating composition, alerts, and lifecycle activity views, **driving 64% adoption** among trading desk users
- Leading discovery for an AI-First SDLC initiative, conducting 6 PM interviews to identify workflow pain points and define agent utilization improvements projected to **reduce refinement time by 22%**

US Bank | Product Management Intern | Minneapolis, MN

June 2025 - August 2025

- Directed end-to-end **launch of a digital dashboard**, partnering with engineering, design, and branch operations leaders to align requirements **across 2,000 branches**, empowering **22,000 employees**
- Led **rollout of an AI-driven service-workflow** feature with data science and operations teams, improving **10M+ transactions** and **1.2M+ call center inquiries**, **cutting costs 5%** and lifting **CSAT 15%**
- Mapped the call-center customer journey through stakeholder interviews, **identifying 10+ pain points**; findings drove prioritized features that **cut banker task completion time by 12%**

AARP | Digital Product Management Intern | Washington, DC (Remote)

November 2024 - May 2025

- Supported generative AI integration into a support chatbot **serving 38M+ members**, reducing agent call transfer **rate by 12%**
- Built automatic language translation feature supporting **17 languages** for AARP's support chatbot across Facebook, WhatsApp, and the website, **reaching 1.5M users**, lifting engagement by 6%
- **Analyzed support transcripts** in Python to uncover inquiry patterns, informing chatbot scope and lifting **accuracy and UX by 19%**

Creative Destruction Lab | Startup Venture Consultant | Seattle, WA

September 2024 - March 2025

- Built a prioritization framework that **ranked the top 20** enterprise customers, accelerating GTM focus and **improving sales by 60%**
- Partnered with marketing, sales, and product to **refine customer profiles**, contributing to an early-adopter pipeline **valued at \$200M+**

Wordplay | Research and Development Product Manager | Seattle, WA

March 2024 – September 2024

- Synthesized stakeholder feedback into a prioritized set of usability fixes for product tutorials, **reducing** user pain points **by 36%**
- Launched the first Spanish translation on the desktop and mobile platform, achieving **95% user satisfaction** from polls and surveys.
- Efficiently resolved **63% of feedback-related issues**, delivering solutions on time and improving engineering collaboration, resulting in a **32% increase in project completion rate**.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Campus to Career | Director of Product | Dallas, TX (Remote)

July 2026 – Present

- Own the product roadmap for From Campus to Career, prioritizing features to help students access real career opportunities

Women in Informatics | Diversity and Inclusion Committee Member | Seattle, WA

June 2026 – Present

- Co-leading curriculum design for a week-long equity-focused technology hackathon for middle/high school students, developing participant-facing scripts and compiling resources across 5 days of programming.

LGBT VC | Venture Capital Fellow | New York City (Remote)

October 2024 – December 2024

- Led a research framework analyzing venture capital and industry trends across 19 verticals, coordinating 10 fellow analysts."

IBM | Accelerate Design Apprenticeship | Remote

June 2024 – July 2024

- Selected as top 5% from 10,000+ applicants, focusing on UX and enterprise design, completing a capstone on a business design issue

RESEARCH PUBLICATION

- **Co-author** of Wordplay: Accessible, Multilingual, Interactive Typography, accepted and presented at the ACM Conference on Human Factors in Computing Systems (**CHI**) 2025.
- **Co-author** of Reimagining Assessment: How Co-construction Shifts Agency in Computer Science Classrooms, accepted and presented at ACM Research on Equity and Sustained Participation in Engineering, Computing, and Technology (**RESPECT**) 2026.