

Eric Jin

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EDUCATION

University of California, Berkeley | B.A. Economics & B.A. Psychology, Minor in Public Policy May 2027
GPA: 3.72 | **Coursework:** Econometrics, Behavioral Economics, Game Theory, Financial Economics, Research & Data Analysis
Activities: Berkeley ABA (Internal VP), Product Space, Pi Kappa Alpha (VP of Finance), Cal Triathlon

EXPERIENCE

Joystick | Co-Founder (Policy Drafting AI Agent) San Francisco, CA | May 2026 - Present

- Building a legal exposure-scoring engine rating federal and state rules against post-Loper Bright review standards
- Ran 48 expert interviews across 35 states with drafting directors and agency counsel, repositioning the product

Twitch | Product Manager (Contract) Berkeley, CA | Sep 2025 - Dec 2025

- Designed and prototyped HypePlay in Figma, a mobile feature embedding mini-games in live streams
- Analyzed 120+ surveys and 25 user interviews on mobile ad pain points, producing 3 prioritized concepts and 2 prototypes tested with A/B user testing
- Benchmarked 4 competitors to propose in-game ad formats and incentives aimed at a ~15% lift in mobile retention

TikTok | Project Manager (Contract) Berkeley, CA | Aug 2025 - Dec 2025

- Led a Gen Z Purchase Journey Map and Trust & Brand Equity Report with Figma mockups, with strategies projected to cut TikTok Shop drop-off 15-20%
- Built a 4-dimension Trust Index from a 391-response Qualtrics survey, scoring TikTok Shop 37.23/100 and surfacing 7 recurring friction points

Lexus | Product Sales Intern (AI Theft Detection Startup) San Francisco, CA | Jun 2025 - Aug 2025

- Raised conversion from 8% to 24% by testing 5+ positioning strategies across user segments
- Acquired 52 customers and \$47,300+ in revenue while relaying pricing and onboarding insights to the founders

Uber | Product Manager (Contract) Berkeley, CA | Feb 2025 - May 2025

- Led user research on bringing Uber Eats into UC Berkeley's dining plan, shaping features like dining dollars, group order discounts, and dining hall pre-orders
- Built high-fidelity Figma prototypes of a "UC Berkeley Campus" hub with merchant carousels, eligibility tags, split payments, and student offers

YouTube | Strategy Consultant (Contract) Berkeley, CA | Jan 2025 - May 2025

- Found 68.7% of homepage clicks land in the top three placements and personalized thumbnails lift CTR 14%, turning this into an optimization proposal
- Built a Coachella watch-party strategy (Cosm, Sphere, Illuminarium) and a co-streamer pairing model

Hyundai Capital America | Finance Consultant (Contract) Berkeley, CA | Sep 2024 - Dec 2024

- Diagnosed a 1.4/5 retention rating and built an Excel revenue model from churn data to project retention lift

BMW of North America | Strategy Consultant (Contract) Berkeley, CA | Jan 2024 - May 2024

- Designed a Figma dealer portal so BMW could sell cars online, with sales metrics, deal management, and desking tools
- Analyzed 6 digital vendors and 4 luxury auto competitors to map UX differentiators, feature gaps, and KPIs

SKILLS & INTERESTS

Skills: Product Strategy, User Research, Prototyping, GTM Strategy, Competitive Analysis, Market Sizing, DCF Modeling

Platforms: Figma, Excel, SQL, Python, RStudio, Tableau, PitchBook, PowerPoint, Qualtrics, Claude Code, Framer

Interests: Triathlon, DJing, Poker, Fashion, Painting, Cooking, Football, Basketball