

WILL DRAPER

draperw@umich.edu • (401) 714-9419 • willdraper.me

EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2027 <ul style="list-style-type: none">• Minor: UX Design, German language• Activities: Michigan Build & Launch, MProduct, Student Stoic Society, Max Kade House	Ann Arbor, MI
EXPERIENCE	NUTRINAV Product Manager <ul style="list-style-type: none">• Led cross-functional product team to design dining hall nutrition tracking app, translating user insights from interviews and surveys into strategic features.• Designed and iterated product features, validating concepts with Balsamiq wireframes before advancing to high-fidelity prototypes.• Collaborated with software developers to translate user needs into clear technical requirements, ensuring feasibility, and timely implementation of product features.	Ann Arbor, MI
2025	AIWORKSQUAD Product Manager Intern <ul style="list-style-type: none">• Contributed to development of core product by conducting go-to-market research, analyzing user data, and designing core features.• Designed and iterated new features in Figma, including onboarding flow, SEO keyword scoring, and content repurposing tools, to enhance UX and expand functionality• Conducted user interviews and market analysis to inform product improvements and prioritize roadmap features.	Dallas, TX
2024-Present	MICHIGAN BUILD & LAUNCH President <ul style="list-style-type: none">• Served as lead Product Manager, advising 5 PMs on product strategy, user validation, and iterative design decisions.• Revitalized a struggling club by restructuring operations and instituting weekly meetings, raising meeting attendance from ~50% to over 95%.• Oversaw club logistics and recruitment, streamlining onboarding and managing 30+ members to sustain growth, foster engagement, and enable high-functioning teams.	Ann Arbor, MI
2024	ATHLETE HIVE Product Manager <ul style="list-style-type: none">• Developed business plan to connect University of Michigan student-athletes with Ann Arbor businesses through NIL deals, collaborating with student-athletes and NCAA leaders to validate demand.• Led cross-functional collaboration between software engineers, UX designers, and business strategists to align a shared vision and leveraging expertise in each field to shape product development.• Placed 3rd out of 70+ teams in the SportsTech track of product competition, distinguishing Athlete Hive through a polished business pitch and well-defined market strategy.	Ann Arbor, MI
2024	VISION TRANSLATE Business Analyst <ul style="list-style-type: none">• Collaborated on product strategy, marketing, and business logistics for an Apple Vision Pro app enabling live captioning for deaf users, resulting in 100+ downloads within three months and improving accessibility for the deaf community.• Tested early product design and identified usability and performance issues, providing actionable feedback that guided design and feature improvements.• Partnered with designers and developers to translate feedback into practical solutions, ensuring an intuitive and accessible interface	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• 1st Place: Strategy and Design Sprint, product design competition (Mar 2024)• Coordinated a 122-player senior assassin game, managing logistics and rules enforcement to ensure smooth gameplay (May 2023)• Led a cafeteria composting initiative, diverted 200 gallons of food waste from landfills (Sep 2022)	