

WILL DRAPER

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| EDUCATION | UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2027 • Minor: UX Design, German language • Activities: Michigan Build & Launch, MProduct, Student Stoic Society, Max Kade House | Ann Arbor, MI |
| EXPERIENCE | NUTRINAV Product Manager • 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 • 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 • 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 • 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 • 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 | • 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) | |