

HARRISON RUSTAN

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX **May 2027**

Master of Business Administration, Concentration in Product Management

- McCombs Tech Group, Graduate Consulting Group, Board Fellows

TEXAS STATE UNIVERSITY, COLLEGE OF LIBERAL ARTS, San Marcos, TX **May 2022**

Bachelor of Science in Information Systems

- Vice President of the San Marcos River Cleanup volunteer organization

EXPERIENCE

CAPITAL ONE, Dallas, TX

2022 - 2025

Software Engineer, Dealer Navigator

- Directed product discovery and feature delivery for an accessory and coverage selection enhancement, driving +\$500 per transaction uplift and generating \$25.2M in annualized revenue, while increasing average transaction value by 18%
- Led discovery and design of a new customer selection interface; conducted 10+ user testing sessions and structured A/B experiments to deliver a 28% improvement in customer retention and a 22% reduction in selection abandonment
- Orchestrated multi-department pipeline optimization, aligning four stakeholder groups to reduce feature delivery cycle time by 35% and shrink inter-departmental delays by 42%
- Drove organizational change and scaled best practices by designing workshops and toolkits to achieve 100% adoption of standardized deployment across engineering groups, reducing deployment failures by 55% and cutting time-to-market by 25 minutes per release

Software Engineer, Developer Navigator

- Diagnosed and solved critical operational bottlenecks, eliminating 100+ wasted developer hours monthly by deploying automation that accelerated provisioning from 3 days to 4 hours
- Built executive-facing dashboards monitoring 15+ KPIs for system efficiency and uptime, enabling 24/7 visibility, improving incident response by 40%, and influencing roadmap prioritization
- Drove stakeholder alignment across 5 engineering teams via 8 requirements workshops, delivering a streamlined CI/CD solution that cut deployment time by 60% and achieved a 97% satisfaction score from engineering and product leaders
- Established product analytics frameworks by creating and maintaining KPI dashboards for frontend components, driving roadmap decisions that increased component reuse by 32%

Junior Software Engineer

- Conducted financial modeling and comprehensive ROI analysis for dealership partnership expansion opportunities, building data-driven value propositions that directly informed \$3.5 million in senior stakeholder investment decisions.
- Managed backlog and adoption strategy for an enterprise-wide component library, scaling use to 78% across 12 internal product teams and saving 200+ engineering hours annually
- Upskilled 3 platform teams on CI/CD best practices through hands-on workshops and training documentation, ensuring smooth onboarding and reducing deployment friction across platforms

ADDITIONAL

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- **Product & Analytics Tools:** Jira, Figma, Tableau/Power BI, Confluence
 - **Technical Skills:** JavaScript/TypeScript, Solid JS, React, Python, SQL, Node.js, Java
 - **Certifications:** AWS Solutions Architect - Associate (2023)
 - **Community Involvement:** Elementary school coding volunteer, Austin Parks Foundation volunteer
 - **Personal Interests:** Running (completed 3 5K races in 2024), cycling, Amazon Web Services, website development (<https://www.harrison-rustan.com>)