

# Jake Zaslav

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## PROFESSIONAL EXPERIENCE

**SiriusXM**, New York, NY

June 2025-Aug 2025

*Product Management Intern*

- Product lead for the rollout of SiriusXM's iOS and Android widgets, owning the product strategy and overseeing partnerships between design, marketing, and engineering from spec to ship in 10 weeks.
- Spearheaded the creation of scalable college sports team pages, supporting up to 366 teams across the platform.
- Defined the product vision for a Smartwatch companion app projected to serve 500,000 monthly active users.
- Shaped the roadmap for integrating upcoming iOS AI features such as Apple Visual Intelligence and Siri.

**Milieux Institute**, Montreal, QC

Sept 2024-Present

*Research Assistant, Machine Agencies Research Group*

- Engineered the hardware and physical design of an AI-powered robot that mimics human breathing.
- Developed adaptive software using AI-assisted coding tools like Cursor to drive real-time movement synced to users' respiration data.
- Led a qualitative research project on the effect of embodied robotics on the user experience of AI programs.

**HelloFresh**, New York, NY

May 2022-Aug 2024

*Associate Producer*

- Managed 300+ creative studio projects, producing over 2000 video assets for use in organic and paid video platforms.
- Oversaw a 75% increase in creative production efficiency and a 78% decrease in freelance video editor costs.
- Conducted qualitative interviews, usability testing, and user journey exercises across growth, creative, and brand operations stakeholders to validate and develop post-production pipeline improvements.
- Integrated generative AI tools into video workflows, with a projected savings of \$100k in freelancer expenses.

**Curated**, San Francisco, CA

Sept 2020-Jan 2022

*Digital Video Producer*

- Drove a 10x growth in monthly views and watch time, reaching over 1 million views and 30,000+ hours watched.
- Pitched, developed, and produced over 150 branded digital videos focusing on outdoor and adventure content.
- Managed a team of 20+ freelance videographers, editors, and athletes across multiple branded campaigns.

## SELECTED PROJECT

**Engaging Reader:** Developed an AI-powered tool that makes reading physical documents accessible for individuals with literacy, vision, and visual processing challenges.

- Defined the product roadmap and engineering timelines to drive project milestones.
- Executed end-to-end product design, creating wireframes, high-fidelity prototypes, and interaction animations for desktop and mobile using Figma and Principle.
- Designed the computer vision pipeline to digitize and adapt physical documents into dyslexia-friendly formats.
- Engineered context-aware prompts for LLMs to generate accessible word definitions tailored to users' reading levels.

## EDUCATION

**Concordia University**, Montreal, QC

May 2026

Media Studies (M.A.)

Awards: Fonds de recherche du Québec Master's Training Scholarship, Grace Dart Knowledge Mobilization Award, Faculty of the Arts and Sciences Master's Fellowship

Relevant Coursework: Design Theory and Practice, Inclusive and Accessible Design Studio, Quantitative Research Methods

**Tufts University**, Medford, MA

May 2020

Double Major: Music & Political Science (B.A.), *Summa Cum Laude*

Awards: Prize Scholarship of the Class of 1882, Outstanding Achievement Award in the Department of Music

## SKILLS

Tools: Jira, Airtable, Figma, Adobe Creative Cloud, Principle, Microsoft Office, Databricks, SPSS, Cursor, Claude Code  
Languages: SQL, Git, Python, JavaScript, HTML, CSS