

Noah Bakken

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EDUCATION

Indiana University, Luddy School of Informatics, Computing, and Engineering
Bloomington, IN

May 2026
Cumulative GPA: 3.89/4.0
Major GPA 3.94

Bachelor of Science in Informatics

Minors: Business (Kelley School of Business); Human-Centered Computing

- Honors: Kappa Sigma Endowment Fund Scholarship, Dean's List Scholarship, and Direct Admit Scholarship
- Programs: Participated in Digital Deloitte Salesforce University Bootcamp Deloitte Consulting (September 2024)

TECHNICAL SKILLS

Languages: Python, HTML/CSS, SQL, PHP, VBA, Google Apps Script

Tools: Figma, Adobe Creative Cloud, Visual Studio, JIRA, Git

Methods: Agile, UX Research, Product Lifecycle, Human-Centered Design, SAFe POPM Certified (June 2025)

WORK EXPERIENCE

Publicis Sapient - Chicago, IL | Product Management Intern

June 2025- Present

- Led daily standups for an interdisciplinary team of interns and coaches to drive alignment and progress on an industry-sponsored challenge project, ensuring clear communication and task ownership.
- Completed 20+ hours of SAFe methodology training and earned the Product Owner/Product Manager (POPM) certification to guide team workflows using Agile best practices.
- Accelerated onboarding and project readiness by independently mastering internal systems, data security policies, and product strategy frameworks through structured training and executive Q&A sessions.
- Built cross-functional relationships across the company by initiating networking lunches and coffee chats, facilitating mentorship opportunities and deeper understanding of the product org's culture and operations.

Magnetu - Barcelona, Spain | Product QA Tester

January 2025-May 2025

- Reduced user-reported bugs by 50% for Magnetu's SaaS platform by designing and executing structured QA processes, including live user testing, JIRA tracking, and detailed bug documentation.
- Retained 15% of at-risk users by building a BigQuery dashboard with SQL to identify and visualize inactive segments, enabling timely outreach and feature optimization.
- Improved video upload speeds by 90% for end users by identifying bottlenecks in the upload workflow and collaborating with engineers during sprint meetings to reprioritize development tasks.
- Enhanced cross-language UX for English-speaking customers by translating technical product content from Spanish and identifying wording gaps during live testing, improving clarity and reducing user confusion.

ISlide - Boston, MA | IT Operations Intern

May 2024 - July 2024

- Collaborated with cross-functional teams to develop a revenue-generating full-stack application in Flask, achieving \$50,000 in sales by optimizing business and technical workflows.
- Analyzed and addressed technical and operational requirements through client and stakeholder meetings, creating clear integration goals that enhanced project alignment with strategic objectives.
- Enhanced cross-departmental efficiency by developing and deploying automated scripts using Google App Scripts, saving 10+ minutes daily and totaling 3,650 minutes in yearly productivity.
- Streamlined inventory management by creating an integrated SKU system within SAP, reducing manual errors and improving coordination among sales and operations teams.

LEADERSHIP EXPERIENCE

Luddy School of Informatics, Computing, and Engineering, Shoemaker Scholar

March 2024 - Present

- Selected as one of 7 elite students for a distinguished program focusing on technology innovation, product management and digital solutions, aimed at nurturing future entrepreneurs and innovators.
- Strategize, deploy, and maintain initiatives related to technology innovation and product management on campus.

PROJECTS

Google Gmail Reconfiguration

September 2024

- Spearheaded a team of 4 through the full product lifecycle, from ideation to the delivery of a redesigned Gmail inbox layout aimed at improving user navigation and enhancing important email discoverability.
- Led user research by conducting professional interviews to identify pain points, synthesizing findings into actionable insights for the redesign process. Analyzed and collected results from surveying 200+ people on their experiences with Gmail's inbox.
- Developed and iterated on a final interactive Figma prototype after conducting user testing in order to ensure alignment with project goals and usability improvements.
- Presented project outcomes and design solutions, effectively communicating the impact of the redesigned user interface.

INTERESTS

Skiing | Rubik's Cube | Weight Lifting | Tech User Interaction | Entrepreneurship | Motorsports | Jujitsu | AI