JakeLarson

jakelarson2000@gmail.com

Portland, OR

LinkedIn Profile

Sports Product Management Master's student with a strong appreciation for collaboration and attention to detail. Aspiring to contribute to the development of high-quality products that balance performance, innovation, and individual expression.

Education

University of Oregon | *2025-Present*

M.S. Sports Product Management

Relevant Coursework:

Product Development, Product Management, Merchandising, Consumer Insights, Sustainability, Go To Market, Human Performance, Design Thinking, Branding

University of San Diego | *2018-2022*

B.S. Computer Science
Minor in Accounting
graduated Magna Cum Laude

Relevant Coursework:

Financial Accounting, Cost Accounting, Data Science

Skills

- Microsoft Excel (VLOOKUP, pivot tables)
- Adobe Illustrator (design, tech packs)
- Browzwear Vtitcher

Languages

- **English** - Fluent
- **German** - Intermediate

Achievements / Other

- Sold over $500 of second-hand shoes/apparel
- Built a shoe using lasts, stitching, and a strobel machine
- Sewed a crewneck using VStitcher to 3D model, then cut-and-sew
- Ranked junior tennis player in Pacific Northwest
- Tennis, Soccer, and Golf athlete
- NFL, MLB, Formula One fan
- Dual Citizen of USA and Germany

Experience

University of Oregon | Product Creation Project & Program | *2025-Present*

- Identified a consumer insight by conducting consumer research via surveys (100+ participants) and interviews (15+ people).
- Briefed a novel bouldering bag that integrates with a Crash Pad, pitching the product proposal to key stakeholders and faculty
- Functioned as primary factory contact and costing analyst, working with a Chinese factory to develop and improve our team's product through 3 rounds of samples
- Visited 15+ brands and manufacturers throughout US, Europe, and Asia, including Salomon, Adidas, Nike, Brooks, On Running, Columbia Japan, Goldwin, Danner, Pendleton, Ching Luh, and Lai Yih

MAS Holdings | Global Product Intern Sports Bra | *Summer 2026*

- Designed, developed, and prototyped an innovative medium-support sports bra targeted to Lululemon, based on a design brief and analysis of consumer product reviews
- Met with factory insight, product, innovation, and manufacturing teams to understand their roles and applied learnings to my product
- Presented the product pitch along with research and validation to key stakeholders
- Performed live fit tests between product samples to improve product performance
- Received in-depth tours of 10 different manufacturing plants, including yarn, elastic and trim manufacturers, and knitting facilities (warp, lace, circular, flatknit)

Moss Adams | Information Technology Auditing Staff | *2022-2025*

- Project lead for a $1 Billion public banking client, coordinating with client and cross-functional teams to ensure successful audits
- Created project budgets and calendars to ensure project deadlines were met and client's needs were satisfied
- Tested and maintained thorough audit documentation to ensure SOX404A and 404B government standards were being adhered to
- Mentored and trained 3 new staff members on IT audit methodology

University of San Diego | Information Technology Supervisor | *2019-2022*

- Communicated with cross-functional teams to properly assess and escalate IT issues
- Provided technological assistance for over 300 employees, faculty, students, and parents via email, phone, and in-person
- Managed team of 30 student staff members and provided new and ongoing training to employees
- Maintained thorough IT case and ticket documentation in Salesforce

University of San Diego | Analyzing MLB Pitchers Project | *2021*

- Gathered, cleaned, and analyzed data from over 10,000 pitches from the 2021 MLB season to investigate effects of the foreign substance ban
- Performed statistical analysis on pitching data using Python and Pandas
- Created interactive visuals in Tableau to compare statistics like RPM and pitch movement before and after the ban
- Formalized findings in a presentation and written report