

Spencer Rego

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WORK EXPERIENCE

Apple

Product Analyst

Apr. 2025 – Present

Cupertino, CA

- Accelerated product delivery by 20% by partnering with engineering and support teams to prioritize backlog items and define end-to-end requirements, translating complex business needs into user stories and acceptance criteria.
- Informed roadmap decisions impacting 50K+ end users by serving as the data SME; leveraged Snowflake and Tableau to deliver weekly insights adopted by various product and support teams, directly shaping feature prioritization for an ML-powered merchandising application.
- Spearheaded User Acceptance Testing (UAT) for a complex machine learning-powered merchandising application, proactively identifying and validating defects that resulted in a 25% reduction in post-launch support tickets from internal and external partners.
- Improved the merchandising experience for global partners by contributing to the rollout of an ML-powered app that replaced manual planogram reviews with photo-based issue detection and instant ticketing, streamlining operations across 30,000+ stores worldwide.

Travis Credit Union

Digital Business Analyst

Aug. 2020 – Apr. 2025

Vacaville, CA

- Designed, developed, and presented executive dashboards (Tableau, QuickSight) for key platforms like Digital Banking and Deposit Account Opening; engineered ETL pipelines (SQL, Python, Tableau Prep) and delivered critical insights on KPIs and digital banking trends to guide strategic prioritization for product and executive teams.
- Led technical analysis and cross-functional problem-solving efforts to identify and resolve a critical system bug within the digital banking platform, architecting a solution that generated an additional \$2M+ in monthly revenue.
- Spearheaded cross-functional UAT for Deposit Account Opening product, creating 50+ user stories in Jira and executing 200+ test scenarios while collaborating with stakeholders to gather requirements and complete traceability matrix; halved timeline to 9 months through effective coordination and communication.

Znap Fly Drone Services

Client Solutions Specialist

Aug. 2019 – Aug. 2020

Vacaville, CA

- Managed relationships with 200+ business owners end-to-end, from initial onboarding and requirements gathering through project delivery and ongoing customer service/technical support, consistently exceeding expectations and ensuring high client satisfaction.
- Designed and executed a complete website revamp based on client needs, including requirements gathering, design specifications, mockup creation, and implementation of online scheduling and client portals, resulting in a 10x increase in site traffic and 150+ new clients.

EDUCATION

University of California, Davis

BS, Biotechnology

June 2019

Davis, CA

- Relevant Coursework: Data Structures, Applied Statistics, Intro to Programming

SKILLS

Agile; Scrum; UAT Coordination; Python (pandas, PySpark); SQL; R; Snowflake; Tableau Prep; Tableau; Amazon QuickSight; Excel; Time-Series Forecasting; AWS (S3); GCP (BigQuery); Git; Wrike; Jira; Salesforce; REST APIs; LLMs