

Michael Kihanya

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Experience

VerbMaster, UX Research & Analytics Intern

June 2025-Present

- Worked on data analytics and user base growth strategy as a solo UX team member, establishing VerbMaster's first comprehensive data pipeline and analytics framework. Led strategic funnel optimization analysis that drove a 2x increase in Weekly Net MRR.
- Used GCP and BigQuery to build a data pipeline from scratch, integrating Firestore Database and Revenue Cat data sources. Connected with Looker Studio to create comprehensive onboarding dashboards and automated weekly reporting through Google Sheets.
- Worked on subscription optimization and key metrics identification for long-term company trajectory. Advocated for user-centered decision making by proposing product-market fit surveys.

Alexis House, Marketing Coordinator

April 2025-Nov 2025

- Worked on international cultural events coordination at Alexis House, which was responsible for delivering immersive cultural experiences for the community and achieved 100% sold-out events.
- Used Excel, Gmail, and WordPress to streamline guest registration and event logistics, and integrated with Mailchimp email campaigns and Canva-designed promotional materials to maximize community engagement.

Areias do Seixo Hotel, Farm Hand

Jan 2024-Mar 2024

- Contributed to a permaculture-based food forest supplying the hotel's restaurant with fresh, organic vegetables through planting, weeding, and harvesting activities.

Dose Coaching, Lead Research Scientist

Aug 2023-July 2024

- Worked on research and content development at Dose, creating 3 neuroscience-backed white papers and managing a 200+ publication repository that equipped coaches with strategies to enhance client outcomes.

Projects

Grannell Cottage, grannellcottage.com

- Created a centralized family vacation booking system using full-stack development and Figma, replacing email coordination for 20+ family members through user-tested design.

New Shinobi, newshinobi.com

- Built a Ruby on Rails application, later transformed into a Shopify store. Inspired by Humane Technology course.

Education

Western Washington University

2019-2023

- B.S. Behavioral Neuroscience, Minor in Audio Technology (GPA: 3.8/4.0)
- Honors Program student (top 5% of university) and All-Conference athlete

Activities

First Aid CPR AED Certified (American Heart Association)

2025

Rapper & Musician (mikey and the birds)

2022

- Released music on all streaming services – wrote, produced, and engineered songs that address self-love, spirituality, relationships, and our connection to nature. Comfortable making music with analog and digital tools.

Founder & Coach (TryLax Clinics)

2021

- Introduced lacrosse to young athletes from traditionally underrepresented backgrounds by coaching and designing practice sessions.