

Product leader with hands-on, end-to-end experience guiding organizations with product vision, strategy and leadership. Keen intuition for product design and usability that fulfills the job-to-be-done. Skilled in Product development, MVPs, user research, product/market fit and leading cross-functional teams in lean/agile environments.

My Product Development Philosophy at: http://bit.ly/product_philosophy

PROFESSIONAL EXPERIENCE

Head of Product - Videoo (May 2016 – Present)

Leading design and roadmap for new video platform for brands to engage with their fans via User Generated Content.

- Design platform UI/UX and business logic/rules to simplify workflows around core value proposition
- Design video player UI/UX to increase user engagement
- Engage with engineering team to streamline development process and release cycles

Product Manager Consultant (January 2016 – Present)

Advising start-ups in processes streamlining, product design/MVPs, Agile methodologies and cross-functional team development.

- **Projects:** On-demand delivery – public policy campaign user-focused website – retail hardware/software solution

Head of Product - StudioNow (May 2014 – September 2015)

End-to-end product vision, strategy and design for a Digital Content Creation SaaS/Marketplace. Led a cross-functional team to gather, analyze and define business, user and functional requirements.

- Lead product roadmap allowing company to sign up Fortune 100 clients, which resulted in 100% revenue lift
- Collaborated closely with all stakeholders across the organization and CAB members
- Translated large and complex requirements into simple user stories and workflow designs
- Developed Product roadmap, milestones, prioritized feature/sprints developments cycles with engineering team, backlogs and bug triage and provide regular progress reports
- Wrote all PRDs documenting business, user and functional requirements
- Performed feature and development prioritization based on shifting business needs and resources
- Create detailed wireframes for all pages and workflows from which final UI/UX design are implemented
- Worked in close collaboration with Creative Director, UI team and backend engineering team to identify gaps in requirements, rapid iteration of solutions and implementation
- Engage with Executive team and provide weekly updates on Product focus and development
- Implemented multiple processes across the organization to improve development cycles, communication, cross-team engagement and Product understanding

Product Manager – Sendori (former Ask Sponsored Listings) (June 2011 – June 2013)

Lead efforts in the creation of a new ad-serving product based on internally developed online ad serving platform.

- Partnered with Executive team to define product roadmap and identify new business opportunities
- Led product development of new ad unit (coupons), driving 50% increase in LTV
- Researched and wrote PRDs/prototypes to grow user base from 100K users to 4M+ installs
- Designed and ran A/B test to increase conversion rate and traffic to advertising partners
- Redesigned use cases & business rules for installer, ad units and user interface, resulting in 6% decline in uninstall rate and increase in install lifetime from 60 to 100+ days
- Owned product development cycle: use stories, product requirements, sprint prioritization, and release process
- Introduced Agile methodologies which improved sprint cycles by 50% while increasing quality & reducing rollbacks

Sr. QA Engineer - Ask.com (Ask Sponsored Listings) (June 2009 – June 2011)

Oversaw end-to-end black box testing (front/back end) of internally developed online ad serving platform.

- QA front-end functionality, back-end ad serving logic, algorithms and pre/post-production release validation
- Designed and implemented end-to-end testing to validate UI/server integration and data integrity
- Met weekly with lead developers & product managers to schedule release & development cycles
- Provided in-house UI/UX and prototyping, resulting in reduced costs and faster requirement design cycles
- Worked closely with product managers and developers performing ambiguity analysis, resulting in shorter development cycles and 30% improvement on time releases
- Improved releases, resulting in 20% rollback decrease and increased stakeholders' satisfaction

Business Analyst Consultant (Innovation department) - Kaiser Permanente (April 2008 – September 2008)

Led early stages of planning, design and development for two technology innovation projects:

- **Projects:** Emergency Room iPhone application - Imagery storage/retrieval system

ENTREPRENEURSHIP AND STARTUP EXPERIENCE

Baskit, Inc. (June 2013 – April 2014)

- Partnered with co-founder researching the \$500B shopping cart abandonment problem
- Defined problem/solution; performed market validation & competitive landscape research, conducted user research & interviews; defined product requirements, workflow & UI/UX
- Presented business model and early prototype to advisors and early investors to raise seed round
- Evaluated outsourcing development teams

scrumitUP (May 2012 – June 2013)

- Co-created web/mobile-based online Scrum creation & management tool
- Ran users research & interviews to identify pain points & opportunities
- Defined MVP; created functional PRDs and UI specs; managed backlog & prioritized new functionality

ezTweets (January 2009 – June 2012)

- Created a service supporting updates across multiple social networks (Twitter, Facebook, LinkedIn) and accounts
- Created all documentation, including PRDs, wireframes, UI/UX specs
- Hired & led off-shore team to implement sprints and backlog management

SKILLS

- **Industries:** B2B, SaaS, platforms/marketplaces, E-commerce, B2C, consumer
- **Product principles:** job-to-be-done, 3-horizons, data-informed/user-centric, MVP, product/market fit
 - Product Development Philosophy: http://bit.ly/product_philosophy
- **Methodologies:** Agile, Scrum, Lean, Kanban, Waterfall
 - Certified Scrum Master (CSM) - Certified Scrum Product Owner (CSPO)
- **Tools:** Sketch, Omnigraffle, Photoshop, Jira/Confluence, Invision