

MACK REED Full-stack Digital Product Manager mack@mackreed.co 310.722.3392

- Leads teams through ideation, design, PRDs, development, launch and iteration
- Builds strong enterprise, mobile, social, gaming and startup products
- 18+ years experience in complex, hands-on, multidisciplinary product ownership

Head of Product (consultant) Veebit 2014-Today
• Directing product strategy and UX design for a psychometrics platform that leads to better teams, interactions and cultural fit. Target verticals: Professional sports, enterprise business & education.

Product Manager (consultant) Elated 2015-2017
• Directed development of product/technology and marketing strategy for gamified dating startup.

Co-founder and Chief Product Officer F/8 Interactive 2011-2015
• Developed social technology, games and content/audience strategy for mobile, consoles, VR and gesture-controlled platforms. Managed product and operations for a SaaS/white-label mobile marketing platform driven by gamified photo-sharing for brands.

UX/Product Design, Innovations Director speakTECH/Perficient 2007-2011
Developed information architecture, UX and social strategy for web, desktop, mobile & multi-touch. Client sample: 20th Century Fox, Disney, Boeing, Elan, Dell, NewsCorp, Ticketmaster, USAA

Product Designer/Developer/Manager Factoid Labs 2005-2011

Senior Consultant, Communications Products National Science Foundation 2002-2005

Content/Product Manager Cox Interactive Media 1997-2001

Product skills	Experience level
Ideation, UX/IA, branding, design, prototyping, metrics, social analytics	Expert
PRDs (user stories, use cases, wireframes, requirements, road mapping)	Expert
Research for market/product fit and partner-opportunity analysis	Expert
A/B testing	Intermediate
Management skills	
Agile/scrum technology development and QA	Expert
Editorial, creative, visual, social-voice and community	Expert
Identifying, recruiting, signing & managing product talent	Expert
Cross-disciplinary project and resource management	Expert
Technology/design skills	
HTML / CSS / UNIX	Expert
Jira, Adobe Creative Suite, Microsoft Office Suite, OmniGraffle, Visio, Pape	Expert
CMS development including Wordpress, Joomla	Expert
LAMP stack, Node, iOS, Android, Sharepoint development frameworks	Working familiarity

Education
Brown University, BA / Honors, in American Civilization. RISD, advanced photography studies

Intellectual Property
U.S. Patent Application #14/588,891 filed on Jan. 2, 2015 for: "Method and System for Distributed Collection and Distribution of Photographs"

Personal
Bicyclist, sailor, artist, instrument builder, member of the WELL and Burning Man communities