

Versatile tech product development executive—from ideation through launch to road-mapped growth. Delivers precise market fit and feature performance from blue-sky ideation, research-driven UX design, brand alignment, and agile, metrics-guided management.

Award-winning communication/strategy chops, proven instincts for optimizing interaction. A knack for building team synergy feeds collaboration between C-suite goals and deadline developers. Relentlessly devoted to the always-evolving user journey - and reaching beyond its milestones.

STRATEGY

*Audience / market research
Business / competitive analysis
Content / cultural strategy
Roadmap & iteration planning
Team development*

PRODUCT DEVELOPMENT

*Branding
Ideation & UX research/design
Information architecture
Marketing voice / content
Technology development*

MANAGEMENT

*Agile / lean project oversight
Community curation
Content / ecommerce strategy
Product management
Road-map development*

- Hires, builds & empowers innovative teams for community, enterprise, social, gaming, and startups
- Holds deep knowledge of tech cultural trends & history for impactful & ethical design practice
- Predicts and navigates product vulnerability & opportunity in all phases of development
- Ensures delivery with agile, hands-on, full-lifecycle, product-management expertise

Professional Experience

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|---|-----------------|-----------|
| Consultant - Product Design & Management | MackReed.co | 2014-Now |
| • Developing digital product design, road map & prototype UX, and overseeing delivery of software & product success for a variety of clients, including CreatePrime & Daedalus Health . | | |
| Director of Product Management | CLIPr.ai | 2021-2022 |
| • Focused & evolved the UX design, branding & go-to-market strategy for an AI video indexing/analytics platform (SaaS). Delivered products that secured the company's largest partners. | | |
| Organizer - Community, Comms & Tech Strategy | Mutual Aid NYC | 2020-2021 |
| • Developed strategy, governance, tools, policy & content for a city-wide network of volunteer mutual-aid organizations. Supported vulnerable New Yorkers through the COVID-19 pandemic. | | |
| Head of Product | Veebit | 2014-2019 |
| • Innovated product strategy & UX for a psychometrics platform that shapes better teams & cultural fit via ESG. Refined product offerings for Esports, pro sports, enterprise business & education. | | |
| Product Manager | Elated | 2015-2017 |
| • Directed design/testing of product, technology & marketing strategy for gamified dating startup. | | |
| Co-founder and Chief Product Officer | F/8 Interactive | 2011-2015 |
| • Created social technology, content/audience strategy, and games for mobile, consoles, VR, and gesture-controlled platforms. Managed product and operations for a SaaS/white-label mobile marketing platform powered by gamified photo-sharing for brands. | | |

UX/Product Design, Innovations Director speakTECH/Perficient 2007-2011

- Designed information architecture, UX & social strategy for web, desktop, mobile & multi-touch. Designs for 20th Century Fox, Disney, Boeing, Dell, NewsCorp, Ticketmaster, USAA contributed value that led to company's merger/acquisition.

Consultant - Product & Community Development Metblogs 2006-2008

- Managed and mentored editorial "captains" of 52 urban weblogs around the world; Shaped editorial voice for a broad variety of cities, cultures, and nations - from NYC & Paris to Tokyo & Islamabad - in a corporate milieu that actually valued the absence of restrictive editorial policies

Earlier

Nat'l. Science Foundation / Built online hub, voice & brand for Digital Government Research Program
Cox Interactive Media / Launched/managed successful teams & products for LAInsider & OCNow

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"

Publications

TOO DAMN FAST (white paper)- How to Match the Blistering Evolution of Social Media with Effective Internal & External Social Technology Strategies (speakTECH, 2009)

Digital Government Community-building and Outreach (Proceedings of the National Conference on Digital Government Research, 2004)

Skills & Technologies

Project management / collaboration

Asana, Jira, Trello, Google Workspace

Wireframing & high-fidelity prototyping

Figma, OmniGraffle, Balsamiq, Sketch

Graphic design

Adobe Creative Suite, Paper

Publishing / Presentation

Raw HTML, CSS, BBEdit, Wordpress, Apple iWork, MS Office

Working familiarity with

Unix, LAMP, Node, iOS, Homebrew, Android, AWS, Sharepoint/MS Teams

Education

Brown University: BA w/Honors, in American Civilization. RISD: Advanced photography studies

Personal

Bicyclist, artist, instrument builder; Member of the WELL and Burning Man communities since 1996