SHAH MARTINEZ

SENIOR PRODUCT MANAGER

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Leader, motivator, creator with a passion for innovation. 10+ years experience in technical management and engineering, leading cross-functional teams to successfully launch, maintain, and evolve digital products & platforms. Adept at fostering team excellence and creativity. Brings a startup mindset to product management, with a proven track record of identifying market opportunities, defining product visions, as well as devising innovative solutions that align user needs and stakeholder interests with strategic business objectives.

SKILLS

- Strategic Planning
- Brand Awareness & Management
- Data Analysis
- Technical Documentation
- Technical Management
- Project Management

- Staff Development & Leadership
- Agile & Scrum Methodologies
- Stakeholder Relationships
- Enterprise Applications
- Workflow Automation
- SaaS and PaaS Development

- Rapid Prototyping
- Game Design & Development
- Mixed Reality (XR)
- Augmented Reality (AR)
- User Experience Design (UX)
- Programming (C, C++, Swift, JS, more)

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER   October 2022 — November 2023
Yahoo!, Los Angeles, CA

- Conceived and led cross-functional teams in design, development, and release of a content creation, programming, AB Testing, and publishing a SaaS platform that increased personalized content creation by 1300%.
- Conducted 50+ customer interviews to discover pain points, establish voice of customer, define and prioritize requirements, resulting in ~100% user satisfaction at time of release.
- Developed product roadmaps and product strategies, aligning several key projects with Yahoo!'s global OKRs.
- Utilized platform to create compelling content, resulting in 326% increase in page views for Yahoo! Finance, with similar gains for other Yahoo! verticals.
- Led the team's transition to scrum methodology, resulting in 40% increase in project velocity.
- Launched a knowledge portal as part of growth strategy, contributing to 70% platform adoption.

PRODUCT MANAGER   August 2019 — October 2022
Yahoo! (RYOT Studios), Los Angeles, CA

- Led cross-functional teams in full product lifecycle for several internal and B2B SaaS platform apps geared towards the at-scale creation, sharing, and publishing of XR 3D, 2D games, ads, and experiences.
- Architected an embedded game engine that expanded our market by more than 300%.
- Developed Generative AI system for article summary and image generation.
- Led development of interactive experiences that boosted user engagement rates by more than 60%.
- Designed and architected a feature component system, reducing SDK feature deployment time by 80%.
- Optimized for feature visibility, resulting in 86% increase in usage of our more advanced features.
- Established robust product testing and quality assurance (QA) workflows and soft launch strategy, resulting in near-0% issues at final release.
- Managed product roadmap, prioritized requirements, and defined KPIs to ensure success for platform and users.
- Created a Wiki, documentation, and learning portal, increasing company documentation contributions by ~90%.

PRODUCT LEAD   August 2018 — August 2019
Yahoo! (RYOT Studios), Los Angeles, CA

- Pioneered development of an XR SDK and launched industry-leading and award-winning 3D immersive games, advertisements and editorial experiences across Yahoo!'s mobile app ecosystem.
- Forged and fostered relationships and conducted customer interviews with key stakeholders to facilitate widespread consensus and adoption.
- Wrote a bespoke plug-in to ensure seamless integration with Yahoo!'s existing applications, addressing initial adoption hesitation, resulting in ~90% adoption across Yahoo!'s mobile apps.
- Coordinated pipeline from creative to ads distribution (DSP and SSP), sales, marketing, and engineering.
- Facilitated development of immersive ads that received over 10B+ impressions.
- Managed product feature roadmaps, defined KPIs.

LEAD iOS DEVELOPER (ADs & ACCESSIBILITY)   May 2017 — August 2018
Yahoo!, Sunnyvale, CA

- Developed the world's first AR ads.
- Invented new system for making web content accessible to the visually-impaired.
- Built scalable features and led user studies for Yahoo! Mail, an app with over 30M daily active users.
- Developed innovative accessibility features, increasing Mail's accessibility compliance by over 40%.
- Pioneered groundbreaking ad formats that brought in millions in ad-revenue for Yahoo.
- Coordinated cross-functional teams, from ads distribution (DSP and SSP), design and engineering.

LEAD iOS DEVELOPER   August 2016 — May 2017
Ava, San Francisco, CA

- Developed and led a team of engineers in the development of Ava, an app for the hearing-impaired.
- Planned and conducted user-testing sessions with the hearing-impaired community, gaining valuable insights that guided feature development and prioritization.
- Executed data-driven strategies to identify and address user pain points, successfully reducing app exit rate by 15%.
- Implemented efficient processing algorithms, resulting in 20% improvement in speech transcription accuracy, and more than a 50% decrease in bug reports.
- Spearheaded the refactoring and replacement of legacy code, enhancing app maintainability by more than 50%.

HIGHLIGHTS

AMF Award   2018
An award for Ad Innovation for developing several new ad formats

COMMUNITY

Animo Leadership High School - *Los Angeles, CA* - Mentor / Career Guide   2019

BAD Collective (Bay Area Developers) - Member/Volunteer   2022-Present

Get Slapped! (Student Game Development) - Consultant/Volunteer   2023-Present

EDUCATION

Computer Software Engineering, iOS Software Development   2015
Mobile Makers Academy

INTERESTS

Fitness, hiking, music production, Muay Thai, AI, storytelling, film making