

JOE REYNOLDS

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EXPERIENCE

Associate Product Manager – Extra Card, Remote

Mar '22 – Sep '22

First debit card that builds your credit and earns rewards points

- Provided Product support on the Card Operations, Account Data, and Growth Marketing Teams: managed roadmaps with Directors, advised C-Suite on process blockers, wrote user stories with technical specs.
- Communicated capabilities with resources to stakeholders, taking responsibility for full cycle feature implementation.
- Launched initial full scope Refund Policy with COO, Finance, Legal, Engineering, and Support teams to save Extra \$250k+ annually. Built and released policy to members within one month to recoup losses from existing policy.
- Designed and launched Monthly Statements with Legal, Business Analytics, Data Science, and Engineering teams to all 175k members to adhere to federal law (CFPB), reduce 3rd party data reliability, and provide a transparent experience.
- Developed top-of-funnel lead generation framework with CMO, Marketing, and Engineering Teams to reduce CAC and increase CLTV. Drove organic conversion with user data segmentations and reduced marketing spend.

Product Operations Associate, End-to-End – Better Mortgage, Remote

Jul '20 – Dec '21

FinTech company with mortgage, real estate, title, and insurance products

- Coordinated with product, collateral, and underwriting teams to create time-saving solutions for our monthly 12k clients/60k applicants based on issues in the mortgage process. Saving clients up to 2hrs on average.
- Optimized client journey by submitting 30+ product tickets to increase applicant conversion, system efficiency, and new revenue streams. Identifying ideas that aligned with the product/eng roadmap to Senior Product Leadership.
- Escalated root cause of user pain points to Processing Management to reduce process variability and excess costs.
- Led clients through post-Sales funnel, communicated Underwriting feedback, and solved time-sensitive tech issues.

I.T. Media Services Specialist – Pomona College, Claremont, CA

Aug '15 – Nov '19

Innovative solutions for collegial teaching, research, and business

- Collaborated with Networking, Security, Research, and Support teams creating \$100k cost-saving IT investments and solving 3,000+ issues. Used field and historical data to proactively diagnose issues preventing service interruptions.
- Analyzed client's issues and delivered SaaS solutions that reduced client's frustrations and raised their overall productivity by 30 min/day. Educated community on ideal technology implementation reducing accidental damage.

Investment Banking and Private Equity Intern – JP Morgan and One Equity Partners, NYC

Summers '10 – '13

Global financial leader | Private equity firm with over \$4bn in assets

- Advised OEP VP on financial modeling & SWOT analysis of target healthcare company during negotiation to support \$4bn portfolio investment strategy. Provided research on competitors to validate decision at Atlanta meeting.
- Conducted international interviews, designed workflows, and assessed existing inefficiencies to develop a 15% faster new Margin Workstation platform.

EDUCATION

PM Fellow, Inclusive Product Management Accelerator – IPMA @ UW

Jan '22 – Current

Selected for 1 of 50 spots to succeed as a PM and develop innovations that are inclusive to diverse audiences

Certified Scrum Product Owner, Scrum Alliance – ID: 1511678

Jan '22

Data Team Lead, Data Science For All – DS4A

Feb '21 – Aug '21

Led team of seven data scientists to source, clean, explore, visualize, and model data exploring gun violence in the U.S.

Bachelor of Arts, Pomona College

Aug '11 – May '15

SKILLS

Product: CSPO, Vision and Strategy, Backlog Prioritization, Feature Scoping, Data-Led Solutions, Stakeholder Alignment

Tools: Jira, Confluence, Slack, Loom, SQL, Amplitude, Figma, Notion, Miro, Airtable, Google Marketing Platform

Creative: Professional Dancer (JoeChoreo), Freelance Model and Voice Artist

Languages: English, Spanish (Intermediate), German (Elementary), Mandarin (Elementary)