

# Peter Jough

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## SKILLS

<b>Business</b>	Product Management & Development, Project Management, Data Analytics, Digital Marketing
<b>Software</b>	JIRA, Confluence, InVision, Miro, Adobe Xd, Tableau, Salesforce, Google Analytics
<b>Design</b>	Design Thinking, User Experience Design, User Interface Design, Wireframing, Prototyping
<b>Technology</b>	HTML/CSS, YAML (Amazon Web Services), Python, SQL, Git, APIs, Webapps, Mobile apps
<b>Strategy</b>	Product Lifecycle & Roadmap, Agile, Competitive Research, Stakeholder Management, SDLC

## PROFESSIONAL EXPERIENCE

### Gesture

New York, NY

#### Product Manager Intern II

Mar 2020-Present

- Performing hands-on Product Design and UX Research while leading teams to ship a redesigned end-to-end onboarding user flow on the Gesture user app, increasing customer acquisition by 15%.
- Providing crucial insights for go-to-market strategy to help launch Gesture Aid care packages in peak COVID-19, which resulted in growth for Q2-Q3 MoM sales by 55% & re-order rate by 200%.
- Conducting stakeholder interviews and identifying customer pain points around the current gaps in the user experience to better determine future product development enhancements.
- Defining and communicating product roadmap driven by overall business objectives and user feedback.
- Performing A/B and Usability tests to develop wireframes and prototypes to help guide engineering efforts.

### The Social Interaction Lab

Newark, NJ

#### Product Manager

Jan 2018-Mar 2020

- Utilized Factor Analysis (SPSS) for 300+ surveys to discover customer buying motivations for Twitch.tv.
- Created new features that improved NPS score by 12% by developing key KPIs to validate our performance.
- Led team of designers and researchers to conceptualize, prototype and ship data-driven analytics product.
- Performed user research and synthesized 100+ entries of interview transcript data to uncover customer insights on Twitch.tv and presented recommendations to senior leadership.
- Published data-driven mixed methods [research paper](#) (to CHI PLAY) while saving 33% budget.

### Prudential Financial

Newark, NJ

#### Cloud Engineer Intern

Jun 2019-Aug 2019

- Built automated infrastructure leveraging Amazon Web Services, reducing website deployment time by 80%.
- Spearheaded a mobile app MVP to improve student recruiting by collaborating cross-functionally with product managers and engineers.
- Utilized company employee interviews to identify and develop new UX features on an internal map app, simplifying navigation around Prudential offices.
- Wrote technical documentation and hosted product demos for end-users and sales enablement teams.

### MassMutual Financial

Springfield, MA

#### Project Manager Intern

May 2018-Aug 2018

- Oversaw team of four developers to deliver a successful Augmented Reality MVP, beginning with competitive research and analysis through to development.
- Facilitated Agile ceremonies including daily stand-ups / stand-downs, and Scrums to maintain communication between product, development and testing teams, increasing team productivity by 10% on JIRA tickets.

## EDUCATION

### New Jersey Institute of Technology

Newark, NJ

B.Sc in Business Information Systems / Magna Cum Laude (GPA: 3.7/4.0)

Sep 2016-Dec 2019

**Relevant Coursework:** Engineering Management, Consumer Insights, E-commerce Technology, UX Research