

Sam Lynch

Seasoned Product Manager with over 10 years of experience in education courseware and digital publishing, specializing in user onboarding, product search, and UX/UI design.

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EXPERIENCE

Wiley — Product Manager

PM for user onboarding and product search in higher educational content
2022 – present | Hoboken, NJ (Remote)

- Led the strategy, design, and development of a product search tool for the Wiley Learning App which enabled customers to search and discover over 12,000 Wiley products to integrate with their LMS course.
- Collaborated with UX and Customer Success Managers to enhance in-app messaging and guidance to students, resulting in a **30% reduction in customer support queries** for WileyPLUS in FY2023.
- Oversaw the development of a new login application used by over 2,000 new customers, **reducing the wait time for instructor account approval by 66%**.
- Managed the planning and execution of a new self-study platform, migrating over 200 test-prep products from multiple legacy systems resulting in annual savings of **\$120,000 per month**.

Pearson — Product Manager

PM for the user dashboard and eBook export on Pearson's digital publishing platform
2021 – 2022 | Boston, MA

- Delivered a comprehensive redesign of the Bronte user workspace, resulting in a **75% reduction** in the user journey from login to project access.
- Managed a cross-team effort to develop an ePub export tool, enabling users to export eBook products for over 1,500 higher education titles.
- Led the effort to establish user permission sets which helped to provide a personalized onboarding experience to over 2,500 new users, as well as minimized the opportunity for errors on 1,000s of products.

Pearson — Creative Technologist

Product manager and lead developer on export tools for Pearson's Revel platform
2016 – 2021 | Boston, MA

- Led the development of Pearson's Print-On-Demand publication tool, shaping the product strategy, roadmap, and vision. This tool enabled editors to export print-ready PDFs in a digital-first workflow, **delivering annual cost savings exceeding \$400,000**.
- Collaborated with product operations to establish comprehensive vendor onboarding, user flows, and code guidelines, resulting in a **55% reduction in labor** for the conversion of over 25,000 legacy products.

- Managed over 20 content design CSS themes used across 1,500+ higher education titles.

O'Reilly Media — Digital Production Editor

Production engineer, specializing in computer coding tech books

2012 – 2016 | Boston, MA

- Managed the complete lifecycle of technical books through all stages of production, working with authors, editors, and vendors on tight schedules.
- Developed and maintained custom CSS/SASS design themes to visually align print and eBook products.

EDUCATION

University of Maine

B.A. in New Media

2005 – 2010 | Orono, ME

Minor in Art History

Focused on computer science and animation

Columbia Engineering

UX/UI Design Certificate

2021 – 2022

6-month bootcamp

SKILLS

Product

Product vision, Product Strategy, Product Roadmaps

Cross-functional leadership

Stakeholder presentations and management

Competitor analysis

User testing and analysis

Product owner

Sprint planning

Backlog grooming and management

Agile methodologies, Agile project management

Performance Metrics

Education Technology

UX

Figma

User research

User interviews

Rapid prototype testing

A/B testing

User journeys

Technical

CSS, SASS, LESS, HTML, XHTML, Git

ePub, mobi, eBook