Justin Fowler

justin.fowler@hey.com ❖ (512) 538-5030 ❖ Austin, TX ❖ [Personal site](#)

WORK EXPERIENCE

Gale Healthcare   Mar 2023 – Nov 2023
Senior Product Manager   *Remote*
- Led mobile app development at Gale Healthcare, optimizing shift discovery, time tracking, and clinician happiness
- Directly responsible for increasing App Store ratings from 2.7 to ~4.6 stars

Indeed   Mar 2021 – Oct 2022
Product Manager, Incubator Division   *Austin, TX*
- Defined product strategy, vision, and roadmap for a new interview format from conception to 50,000+ interviews completed
- Ran and analyzed dozens of A|B tests to inform product decisions and measure product success, resulting in 10-50%+ improvement in key metrics
- Analyzed market trends, competitors, and customer feedback to help create a compelling experience for both job seekers and clients

Aceable   May 2020 – Mar 2021
Product Manager   *Remote*
- Oversaw Aceable's Roadside Assistance program as it grew from $6M ARR to $15M
- Iterated through various experiments with marketing to grow attach and retention for recurring revenue products

Upswing   June 2014 – April 2020
Product Manager (2016 – 2020), Marketing Lead (2014 – 2016)   *Austin, TX*
- Built a new product from concept into fully formed, headlining product for Upswing—a chatbot for students called "Ana"
- Awarded Gates Foundation grant for product that I launched (Ana), and led product team to grow engagement, sending and receiving over 100,000 text messages
- Owned most of Upswing's suite of products, reaching nearly 1M students across 70+ schools while generating nearly $5M in revenue

Self-employed, YouTube   2010-2014
Independent Content Creator
- Created over 600 videos about consumer technology, reaching nearly 10 million total views

EDUCATION

University of Texas, Austin   December 2024
B.S.A. Mathematics, certificate in Computational Science & Engineering from Oden Institute
- 3.47/4.0 GPA

CERTIFICATIONS, SKILLS & INTERESTS

- **Skills:** Python; JavaScript; Agile methodology, Product roadmap development; A/B testing; UX Design; Marketing and Business Strategy; Communication Skills; Problem-Solving; Prioritization; Delegation; Interpersonal Skills; Strategic Thinking; Flexibility; Data-Driven Decision Making
- **Interests:** hiking; cooking (Thai, Cajun, Indian, Texan); books (sci-fi, classics, fantasy)