

# Bobby Dresser

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## Experience

Apr '18 – Feb '20

### **Group Product Manager – ConsenSys (MetaMask)**

Set roadmap for mobile, web & API teams. Designed and launched metrics systems across all products to track growth and inform design. Grew API MAU by 35% and launched mobile product from scratch. Established a data-driven support team. Managed & mentored product team of four. Wrote & spoke regularly to engage our open-source community.

Oct '17 – Apr '18

### **Senior Product Manager – ConsenSys (uPort)**

Led product vision for uPort's mobile and dev tools teams. Executed a re-build of the platform's architecture that reduced cost per new user by 40%. Doubled visits to our developer portal over ten months. Mentored junior PMs and developers.

Feb – May '17

### **Product Manager – iXperience, Cape Town ZA**

Led an overhaul of the school's admissions platform, creating a 21% increase in applications and 40% reduction in admin time. Worked with school leadership to balance academic integrity and business goals. Translated founders' long-term vision into a tangible product roadmap.

Jan – Nov '16

### **Product Manager – Hillary for America, Brooklyn NY**

Prioritized and executed roadmap for the campaign's fundraising platform, raising \$300M from 3.2 million individual donors. Launched 80+ a/b tests, multiple revenue-driving microsites, and a first-of-its-kind SMS donation platform. Grew a team of eight engineers and established agile processes that emphasized stability, communication, and rapid iteration.

Aug – Jan '16

### **Frontend Engineer – Hillary for America, Brooklyn NY**

Helped re-write the online fundraising platform using React and Nuclear JS. Implemented new features for A/B tests. Wrote integration and end-to-end tests to ensure quality and uptime.

Aug '13 – Feb '14

### **Frontend Engineer – 3Derm Systems, Boston MA**

Built a web application for doctors and patients to track skin cancer consults. Designed wireframes and UI / UX mockups for prototyping. Joined as second software engineer and fourth employee.

## Education

2010 – 2015

### **Yale University – New Haven, CT**

B.S in Computer Science, May 2015.

Relevant coursework: Systems Programming, Graphic Design, Artificial Intelligence, Computational Vision, Interaction Design, Analysis of Algorithms

2006 – 2010

### **Wayland High School – Wayland, MA**

SAT: 2360, National Merit Scholar, National Latin Exam Summa Cum Laude

## Skills

Languages C, JavaScript (React, Angular, JQuery), HTML5, CSS/SASS, Python, Java  
Software Git, Linux, OSX, Sketch, Adobe Photoshop, Lightroom, InDesign, Excel, Notion  
Interests Photography, yoga, music, science fiction, surfing, travel