

# Bobby Dresser

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Portfolio [b0bby.co/product](http://b0bby.co/product)

## Education

- 2010 – 2015 Yale University – New Haven CT  
B.S. in Computer Science, May 2015. GPA 3.42  
Relevant coursework: Systems Programming, Graphic Design, Artificial Intelligence, Computational Vision, Interaction Design, Design & Analysis of Algorithms.
- 2006 – 2010 Wayland High School – Wayland MA  
SAT: 2360, National Merit Scholar, National Latin Exam Summa Cum Laude

## Experience

- Feb – May 2017 Product Manager – *iXperience*, Cape Town SA  
Lead an overhaul of the school's admissions platform, resulting in 21% increase in applications and 40% reduction in admin time. Worked with leadership to balance academic integrity and business goals. Distilled long-term plans into a tangible product roadmap.
- Jan – Nov 2016 Product Manager – *Hillary for America*, Brooklyn NY  
Defined product strategy and prioritization for the campaign's online fundraising, which raised over \$300M from 3.2 million individual donors. Worked with stakeholders to set achievable goals and communicate progress and results. Shipped over 80 A/B tests, multiple revenue-driving microsites, and a robust SMS-based donation platform. Lead an agile team of eight engineers through project planning and release cadence.
- Aug – Jan 2016 Frontend Engineer – *Hillary for America*, Brooklyn NY  
Helped re-build the online fundraising platform using React and Nuclear JS. Implemented new features for multivariate experiments. Wrote integration and end-to-end tests to ensure quality and uptime.
- May – Aug 2013 Marketplace Product Analyst – *Facebook*, Menlo Park CA  
Conducted quantitative analysis of News Feed vs. right-hand-side ad revenue. Identified potential for 3% growth in daily right-hand-side ad sales. Created data visualizations for market potential in developing countries.
- Aug – Dec 2013 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.

## Skills

Languages C, JavaScript (React, Angular JS, jQuery), HTML 5, CSS/SASS, Python, Java  
Software Git, Linux, OSX, Sketch, Adobe Photoshop, Lightroom, InDesign, MS Office, Excel  
Likes Photography, yoga, R&B, science fiction, surfing