Product Manager, Mobile Apps & Backend Product Manager, Mobile Apps & Backend Product Manager, Mobile Apps & Backend Brooklyn, NY I m a user-focused product person with 5+ years of experience driving strategic efforts in large scale, technology-driven environments. With a background in journalism and technology, I keep storytelling, research and question asking at the heart of what I do. Authorized to work in the US for any employer Work Experience Product Manager, Mobile Apps & Backend The Wall Street Journal - New York, NY July 2017 to Present Develop product strategy and roadmap for WSJ iOS and Android mobile ecosystem　　Lead cross-functional teams through discovery, testing, go-to-market and analysis phases for many successful product launches, including:　　Redesigning our iPad app for the first time in four years which led to a 7% uplift　experience driving strategic efforts in large scale, in time spent technology-driven environments. With a background in　　Replatforming our backend curation tool onto React which increased page load　journalism and technology, I keep storytelling, research speed by 15% and improved our editor's daily workflow and question asking at the heart of what I do.　　Replacing free trials with intro pricing that led to an 8% reduction in churn　　Collaborate with membership, marketing and the newsroom to identify company　goals and align with OKRs and long-term vision of the mobile product group　　Gather and analyze data about product launches, user behaviors, user demographics and newsroom content in order to regularly check product health and identify areas of opportunity　　Facilitate design thinking workshops with cross-functional groups in order to rally　Storytelling & Writing, Strategy & Roadmap Creation, around customer pain points and ideate potential solutions　　Stay on top of industry trends and user behaviors by doing regular competitive　Mobile Design & Development, Presentations, analysis and bringing users in for testing sessions Editor & Front- End iOS Developer, Mobile Apps The Wall Street Journal - New York, NY March 2016 to July 2017　　Front- end developer for iOS app and Apple News, helped design and rebuild an iPhone design that increased our app store rating 1.4 points, increased time spent by 80%　　Project manager & strategy development for Apple News , created a referral inset that led to 1000+ new subscribers for WSJ.com　　Editor and curator for WSJ mobile app & producer for WSJ iPad Edition　　Redesigned and built a new WSJ. Magazine experience for the iPad　　Creator and

editor of 'Weekend Reads' section on WSJ app and WSJ.com   Hosted Coding 101 workshops for the mobile team Education Master's Degree in Journalism New York University 2014 to 2015 B.S. in Family and Consumer Science & Business Administration Texas State University 2010 to 2014 Javascript Development General Assembly Data Science General Assembly Skills Javascript, Agile, Product Management, Cross-Functional Team Leadership, Mobile, Data Analysis, User Experience Design, Strategy Development, Program Management, Testing, Product Development, Product Development Links http://@jacquidevaney Certifications/Licenses Certified Scrum Product Owner (CSPO)

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