Audrey Vincent

Product Manager

Digital product manager with 4 years of experience leading software teams and launching products backed by user research. I'm searching for a product manager role at a product-led company that needs a data-driven leader.

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Sabbatical

Nederland, CO | November 2022 - Present

- Part-time consulting for Amerlight Energy, building utility-scale renewable energy storage systems. Oversee a B2C energy usage mobile app and e-commerce brands offering solar panels and batteries (June 2023 - Present).
- Helped open a new restaurant called Toss Wood Fired Eatery serving small plates and wood fired pizza in Rollinsville, CO (Nov 2022 - June 2023).

Product Manager

Guild Education - Denver, CO | June 2021 - November 2022 | guild.com
Provide free education benefits for employees at Walmart, Target, Lowes, etc.

- Owned a B2B2C admissions marketplace enabling 200+ education partners to track 300K+ students from lead to enrollment.
- Gathered quantitative data with SQL and qualitative research with 15+ users to validate a persona based redesign resulting in 80% customer satisfaction.
- Led a newly formed agile team, introduced design reviews, and implemented test plans to improve productivity and feature capacity of team by 60%.

Product Manager

Ancestry - San Francisco, CA | January 2020 - June 2021 | ancestry.com
Discover your genealogy through family history records and genetic insights.

- Technical product manager who helped bring AncestryHealth (B2C genomics product) to market, selling over 300K DNA kits with a 75% activation rate.
- Led 1 local and 2 international agile software teams from ideation to launch.
- Developed APIs with external partners, PWN Health and Quest Diagnostics.
- Aligned with 10+ internal teams in under 4 months to launch over 20K additional cancer health insights using a new sequencing technology (NGS).

Associate Product Manager

Ancestry - San Francisco, CA | July 2019 - January 2020

- Owned AncestryDNA Traits, a B2C mobile and desktop add-on to Ancestry's DNA test that delivers 30+ personalized insights based on DNA.
- Led an agile team and conducted A/B tests to validate a redesign that raised customer satisfaction by 43% overall and 75% when using new features.
- Collaborated with marketing to release 7 new traits in a 20K person beta to test pricing and marketability for a potential DNA subscription product.

Product Management Intern

Ancestry - San Francisco, CA | Summer 2018

- Led multiple agile teams and collaborated with 5+ stakeholders to prototype, test, and plan the roadmap and release of AncestryDNA Traits.
- Launch resulted in a 326% increase in weekly visits to all DNA products. As of 2023, AncestryDNA + Traits is Amazon's Choice with a 4.7 star rating.

Director, Nonprofit Coworking Space

The Anvil - West Lafayette, IN | August 2017 - June 2018 | anvilstartups.com
Startup accelerator and coworking space on Purdue University's campus.

- Directed a nonprofit coworking space, built a 20-person team, raised $50K, organized a startup accelerator, and supported over 40 student startups.

Achievements

Launched and grew AncestryDNA Traits from 50K to 1.8M customers.

Raised AncestryDNA Traits' customer satisfaction rate by 43% overall and 75% with new features.

Owned an edtech product that introduced 300K+ prospective students to 200+ institutions.

Released AncestryHealth to 300K customers, an innovative genetic health product powered by Next Generation Sequencing technology (NGS).

AncsetryDNA + Traits won Amazon's Choice for Genetic Tests with a 4.7 rating (2023).

Led a nonprofit coworking space with 200 members, raised $50K, and supported 40+ student-led startups.

Education

Purdue University | 2019

B.S. in Computer Science
Minor in Art and Design
Certificate in Entrepreneurship

Skills

Agile · Figma · User Research · A/B Testing · Mixpanel · Excel · Javascript · React.js · HTML / CSS · JIRA · Snowflake · Python · SQL

Additional Roles

Frontend Engineer Intern

Ancestry | Summer 2017

Redstitch Digital | Summer 2016