BRANDON HAYES

Lead Product Manager, B.A.Sc.   Canmore, Alberta

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EXPERIENCE

Cut+Dry previously, Codify.ai

Product Lead

Remote, San Francisco, CA | June 2022 - Present

- Captured 19 manufacturer leads at a president-level conference by creating and presenting a captivating story that repeatedly articulated the value of our manufacturer product vision.
- Constantly conducting discovery sessions with partners to identify value propositions and pain points using mocks and interviewing to gather ideas, generate leads, and get everyone onboard.
- Leading MVP development using those learnings to help define the product vision, communicating the product value and customer problems to evangelize stakeholders and the product team, and coaching and managing PMs.
- Translating the company vision into a product strategy and executing it by creating user stories, designs, and outstanding user experiences to drive product-led growth.
- Reducing product design and engineering efforts by leading the creation and rollout of a new comprehensive design system that streamlines designs across the organization's product suite.

Product Manager

Remote | October 2021 – June 2022

- Increased delivery tracking product adoption from 15 to over 2000 active restaurant users in 9 months by onboarding new distributors and showcasing the value of a reduction in the logistics communication chain.
- Reached 10x active drivers in a year by re-envisioning Track+ Driver app focusing on UX to reduce friction.

Business Operations & Strategy Analyst

San Francisco, CA | July 2021 – October 2021

- Interviewed the internal team to understand current processes, frustrations, and desires and applied learnings to improve productivity and transparency of the Track+ Product team before others adopted.

Wayfair

Data Analyst

Boston, MA | January 2020 – April 2020

- Sparked fix of jarring UX on thousands of products by presenting analysis that outlined a pricing discrepancy bug.
- Enabled stakeholders to self-serve data by developing and shipping scripts automatically updating dashboards.
- Empowered faster A/B test analysis by creating data visualizations and dashboards in Tableau and Data Studio.
- Balanced quantitative and qualitative feedback when making feature prioritization recommendations by collaborating with user research teams to collect feedback on hi-fi prototypes during customer studies.

EDUCATION

University of Waterloo

Bachelor of Applied Science, *Management Engineering*

Waterloo, ON | September 2016 – May 2021 | Graduated with honors in top 10% while minoring in Entrepreneurship and taking graduate-level electives.

TECHNICAL SKILLS & METHODOLOGIES

Frameworks & Methodologies: A/B testing and experimentation, Agile (Kanban, Scrum) and Waterfall, leadership, prioritization, product-led growth, product strategy and road mapping, project and stakeholder management.

Technical Skills: Confluence, Figma, GitHub, Google Workspace/Microsoft Office, Jira, Mixpanel, Tableau, TypeForm.

Languages: Familiar with Python, Java, JS (React, Node, Net, ES6), SQL, VBA, GraphQL.