CLAY FAIRBANKS

PRODUCT MANAGER

CONTACT ME

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AFFILIATIONS

Google Scholars 2018
Mortarboard Honors Society
Paul Robeson Scholar
Wharton Sports Business Academy
Wharton Undergraduate Energy Group
Black Wharton Undergraduate Society
Y Combinator Start Up School 2016

MY SKILLS

Programming

JavaScript
HTML5
CSS
React
Node.JS
SQL
MongoDB

Design

Sketch
Keynote
Balsamiq
Twitter Bootstrap 3

EDUCATION

University of Pennsylvania

2017 - 2018
Coding Bootcamp in Full Stack Web Development, Computer Software Engineering

The Wharton School of the University of Pennsylvania

2012 - 2017
B.S in Economics, Concentrations in Management, Entrepreneurship & Innovation

WORK EXPERIENCE

Comcast, Product Manager Intern - X1 Platform

May 2018 - September 2018 in Philadelphia, Pennsylvania
- Defined new product features for Comcast's flagship video product, X1.
- Wrote user stores and acceptance criteria; groomed stories with developers and designers.
- Introduced VoiceOver accessibility setting to X1's Sports App feature.
- Owned and shipped "Tips & Tricks" product to 27 million set top boxes in the U.S.
- "Tips & Tricks" increased engagement to several X1 features ie. My Account by 80,000 users

FOMO! App, Product Manager

December 2015 - December 2016 in Miami, Florida
- Founder of multimedia messaging app
- Raised $40,000, filed for incorporation, recruited technical talent
- Owned end-to-end ideation, design, research and delivery of UI/UX. Prototyped with Sketch
- Wrote user stories and acceptance criteria; groomed stories with CTO and developers.
- Shipped to AppStore. Beta release maintained 1,000 daily active users throughout lifecycle.

RedCup App, Product Manager

September 2012 - December 2015 in Philadelphia, Pennsylvania
- Founder of events discovery app for students at the University of Pennsylvania
- Formed LLC, created company business plan, won spot in PennApps Accelerator Incubator
- Designed initial wireframes using Balsamiq, then high fidelity mockups using Sketch.
- Wrote user stories and acceptance criteria; groomed stories with CTO and overseas devs.
- Created top user acquisition channel with CPI of $0.17. Marketed Exclusively to UPenn.
- Shipped to AppStore. 2,500 installs in 1st weekend and 2,000 daily active users in 2yr lifecycle.

University of Pennsylvania, Research Assistant

September 2012 - December 2015 in Philadelphia, Pennsylvania
- Research assistant in the Mixed Methods Research Lab.
- Performed qualitative data analysis for Pfizer study
- Formulated surveys, conducted focus group interviews and analyzed data in NVIVO