CLAY FAIRBANKS

PRODUCT MANAGER

clayfairbanks.com
clayafairbanks@gmail.com

AFFILIATIONS

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

MY SKILLS

Programming

JavaScript
HTML5
CSS
React
Node.JS
SQL
MongoDB

Design

Sketch
Figma
Balsamiq
Keynote

Management

Jira
Confluence
Trello
Splunk
Looker

EDUCATION

The University of Pennsylvania

2017 - 2018
24-week-long 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 and Entrepreneurship

WORK EXPERIENCE

Comcast

Xfinity TV - Smart Home, Product Manager
Nov 2018 - Present in Philadelphia, Pennsylvania
- Drove the product vision, strategy, design and execution of Smart Home experiences on Xfinity TV
- Improved Home TV app's camera WAU by 5% by decreasing video latency from 20s to 10s for 2M users
- Improved WiFi TV app's WAU by 10% by decreasing app startup load time from 40s to 6s for 11M users
- Improved Home TV app's Net Promoter Score for 2M users by shipping Camera Object Detection feature

Xfinity TV - Entertainment, Product Manager Intern
May 2018 - Oct 2018 in Philadelphia, Pennsylvania
- Drove ideation, evaluation, definition and prioritization of key Accessibility initiatives on Xfinity TV (X1).
- Increased total addressable market by 2M users by shipping Spanish support for the Home TV app
- Spec'd VoiceOver text-to-speech experience for low vision users of the Xfinity TV Sports App

American Heart Association, Emerging Leaders Group

Sept 2018 - Present in Philadelphia, Pennsylvania
- Head of the Visionary Committee; led a team of 10 to develop fundraising agenda for AHA Philly chapter
- Organized logistics and marketing for the inaugural 2019 Philadelphia Heart Beat Ride event

FOMO! App (product pivot), Co-Founder

Dec 2015 - Dec 2016 in Miami, Florida
- Founder of multimedia messaging app (successfully acquired 10% market share at UPenn)
- Led product pivot, successfully increasing time spent in app by 100%; raised $40,000 F&F round
- As lead designer, owned end-to-end ideation, research and delivery of UI/UX using Sketch and Figma
- As PM, wrote user stories and acceptance criteria; groomed stories with CTO and developers.
- Shipped to AppStore. Beta app acquired 1,000 WAU (active users) throughout 1 yr lifecycle.

RedCup App, Co-Founder

Sept 2012 - Dec 2015 in Philadelphia, Pennsylvania
- Founder of events discovery app for students at UPenn (successfully acquired 20% market share)
- Formed LLC, hired founding team and development team, won spot in PennApps Accelerator Incubator
- As lead designer, designed wireframes using Balsamiq, then high fidelity mockups using Sketch.
- As PM, wrote user stories and acceptance criteria; groomed stories with CTO and overseas devs.
- Created top user acquisition channel with cost-per-install of $0.17, marketing exclusively to UPenn.
- Shipped to AppStore. 2,500 installs in 1st weekend and 2,000 WAU throughout 2yr lifecycle.