

CLAY FAIRBANKS

PRODUCT MANAGER

CONTACT ME

Email: clayfairbanks@gmail.com

Portfolio: clayfairbanks.com

Twitter: @clayfairbanks

AFFILIATIONS

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

Keynote

Balsamiq

MongoDB

Management

Jira

Confluence

Trello

Agile

EDUCATION

The 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, Technology Product Xperience (TPX)

- **Xfinity, Digital Strategist**

October 2018 - Present in Philadelphia, Pennsylvania

- **X1 TV, Product Manager Intern**

May 2018 - October 2018 in Philadelphia, Pennsylvania

- Defined new product features for Comcast's flagship video product, X1.
- Wrote user stories 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 (successfully acquired 14% market share)
- 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 UPenn (successfully acquired 25% market share)
- 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.
- Recruited participants, formulated stimuli, conducted focus group interviews for Pfizer study.