

# DARREN SMITH



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L: <https://linkedin.com/in/darrensmith>

G: <https://github.com/...> **darrensmith** & **industryswarm**

R: Sydney, Australia

## Business Skills

*Project Management*

*Business Analysis & Product Management*

*Pre-Sales & Integrations*

*Growth & Innovation*

## Domain Skills

### Technical

*Coding (Node.JS, PHP & Others)*

*Solution Architecture*

*Infrastructure, Cloud, Networking, VMs*

### Non-Technical

*Low-Fidelity Mockups in Balsamiq for UX*

*High-Fidelity Designs in Sketch (Basic)*

*Prototypes in Sketch & Axure*

*Graphic Design in Adobe,*

*Pixelmator and Affinity Suite*

*Payments (AU & Global) & eCommerce*

## Interests & Volunteer Work

**Travel:** AU, NZ, USA, MX, Europe, South America Incl. Galapagos

**Outdoor Recreation:** Hiking, Camping, Canyoning, Abseiling, Caving, Climbing

**Reading & Research:** Product Management, Human Centered Design (HCD) & Design Thinking, Psychology, Philosophy, Science Fiction.

**Volunteering:** First Responder at UniMed for 3 Years during University.



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

## UOW

2004 - 2007

Wollongong, Australia

B.Med.Chem (adv) (hons)

Honours 2A



## Zip Co

April 2021 - Current  
Sydney, Australia

1. Variety of Projects for Global Merchant Services & Integrations Teams Incl. Project Managing our New Global Resource Portal



## Frollo

Dec 2020 - March 2021  
Sydney, Australia

## Senior BA & Product Manager

(Dec 2020 - March 2021)

1. Accomplished higher retention rates along the on-boarding funnel as measured by drop-off by improving on-boarding experience.
2. Increased Measurability and Visibility within v2 of App by Integrating MixPanel.
3. Opened new FinTech pipeline by preparing pre-sales artefacts targeted to this vertical.
4. Increased resource-project allocation efficiency and enabled long-term forecasting by creating and populating a Portfolio View (code-backed collaborative Google Sheet)



## Antler

May 2020 - November 2020  
Svdnev. Australia

## Entrepreneur

(May 2020 - November 2020)



## Zip Co

July 2016 - April 2020  
Sydney, Australia

## BA & Product Manager + G&I

(Oct 2017 - Apr 2020)

1. Took Gift Card Marketplace from Concept to MVP w/ Hackathon Team, won third prize and it was the only initiative to be selected for launch to market. The success of which was measured by it now being Zip's 3rd largest channel of revenue
2. Managed and launched Pocketbook Rewards Beta and developed broad roadmap of Pocketbook initiatives
3. Performed Discovery for Shop Everywhere initiative - the success of which was measured by it now being Zip's largest channel of revenue.
4. Managed RFP for Zip's new payment gateway for repayments

## Sales Solution Engineering

(Jul 2016 - Oct 2017)

1. Supported pre-sales and integration for ~20 enterprise accounts (incl. Catch of the Day, Forever New, Best & Less, WebJet Exclusives), ~5 channel accounts (incl. Retail Express & Retail Directions) and > 160 SMB to Mid-Market accounts - collectively accounting for >\$1bn TTV.
2. Responded in team of three to major tender for billion-dollar retail group (Super Retail Group) culminating with us winning the tender
3. Re-engineered integrations team process to include pre-sales function resulting in increased rate of deal closure & greater volume of closed enterprise and channel deals
4. Managed two other sales solution engineers to handle increased load



## Payal

Oct 2014 - Jun 2016  
Sydney, Australia

## Pre-Sales Consultant

(Oct 2014 - Jun 2016)

1. Supported pre-sales and integrations across many large enterprise & channel accounts incl. Flight Centre and Quickbooks Online
2. Introduced point-and-click demo/prototype activity to pre-sales process resulting in a quicker rate of deal closure
3. Mentor in Battlehack Hackathon and in team of 3 who built payment wristband solution



## GraysOnline

Feb 2008 - Sep 2014  
Sydney, Australia

## (Senior) BA & Delivery Manager (+ PM/BDM)

(Feb 2008 - Sep 2014)

1. Managed requirements elicitation and analysis with broad stakeholder groups for a variety of minor projects (Site Intelligence, Adobe Analytics and Test & Target Integration, Optimost, etc) and major projects (GraysOutlet eCommerce Website)
2. Managed One Other BA
3. Began in Graduate Programme as Project Manager & BDM