

# Ian Janicki

Product Manager

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## EXPERIENCE

### **MICROSOFT (Formerly Xamarin)** – *Mobile developer tools*

*Program Manager II*

*Product Manager*

*Product Designer*

San Francisco

2016 - PRESENT

2015 - 2016

2014 - 2015

- Owner & designer of Xamarin Insights. Launched on-time for critical multi-product launch, eliminating 3 weeks of non mission-critical work, enabling team to meet launch date
- Raised net promoter score from -6 to 22 over 8 months by incorporating validated user feedback and systematically removing bugs from product
- Grew paid user base from 0 to ~150 over 4 months resulting in ~\$1MM run-rate by building go-to-market strategy; highlights include defining target market segments and criteria for qualifying customers in mid-market and enterprise sales cycles
- Increased revenue by 54% over 4 months by launching series of features to anchor enterprise offering, differentiating offering from competitors
- Reduced time to first-run success by 40% (1.1 days to .66 days) by launching easier app-creation flow, reducing steps from 4 to 1; accounted for >80% of new app creation

### **OTTO** – *P2P marketplace for use vehicles*

*Product Designer*

San Francisco

2012 - 2014

- Managed internal engineers and external vendors for delivery of both web and native app versions of P2P used vehicle marketplace
- Developed pixel-perfect designs for all platforms and form-factors of product
- Led customer development of weekly user interviews and incorporated feedback into product

## RECENT PROJECTS

### **Offsetmyrideo.io** – *Rideshare carbon-offset tool*

*In collaboration with Andrew Huynh*

2016

- Generated > \$1000 in donations to Carbonfund.org by building web app that donated carbon offsets from users' Uber & Lyft rides
- Increased conversions by >50% by gathering user feedback and quickly iterating design change
- Featured on Cheddar TV

### **Zerø** – *Corporate social responsibility*

*In collaboration with Andrew Huynh*

2016

- Prototyped corporate footprinting tool for companies looking to reduce emissions and save money
- Researched product-market fit by pitching to dozens of customers, from mid-market startups to Fortune 500 companies
- Sunsetting project due to lack of market size and demand

### **Insights stats app** – *KPI-tracking cross-platform mobile app*

2016

- Built statistics app to help internal stakeholders keep track of valuable KPIs for Xamarin Insights
- Cross-platform client in C#, Node.js server, and SQL database

## EDUCATION

### **CORNELL UNIVERSITY**

Bachelors of Architecture

Ithaca, NY

2008 - 2012

- Completed 5-year professional degree in architecture
- Focused on algorithmic-driven design, robotics, and HCI in architectural projects

## SKILLS

HTML/CSS, basic Javascript, SQL, Git, Sketch, Adobe Suite

REFERENCES UPON REQUEST