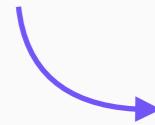




I design successful products and  
build effective design teams



👉 Check out my [work samples](#)

mixpanel

zapier

Watershed

new relic.

bmc

Qualcomm

TOYOTA

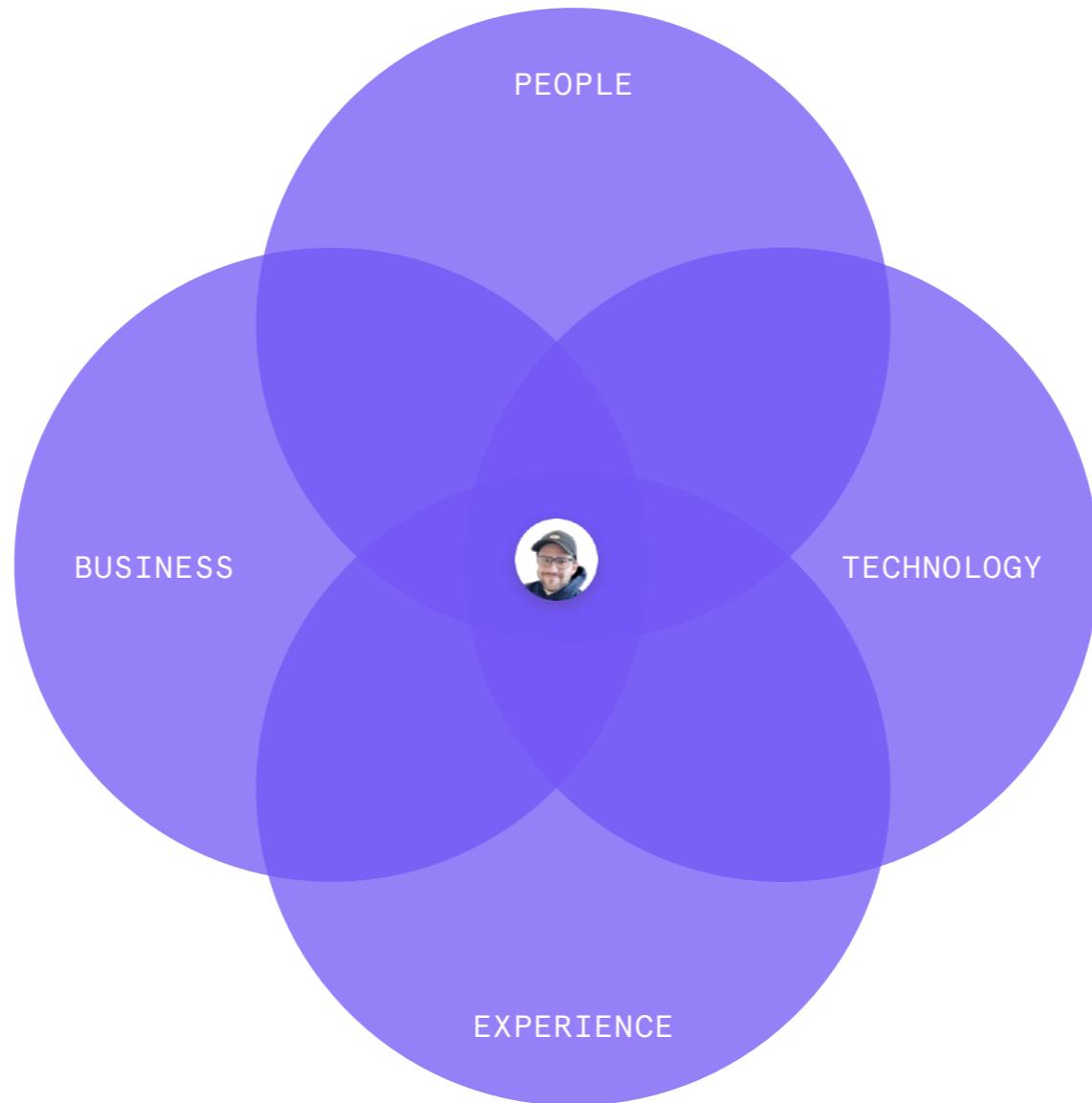
USAA®

UNDER ARMOUR

GOLF

USA

ESPN



# Work Samples



01



02



SOON

Helping  customers take control  
of sprawling sustainability disclosures

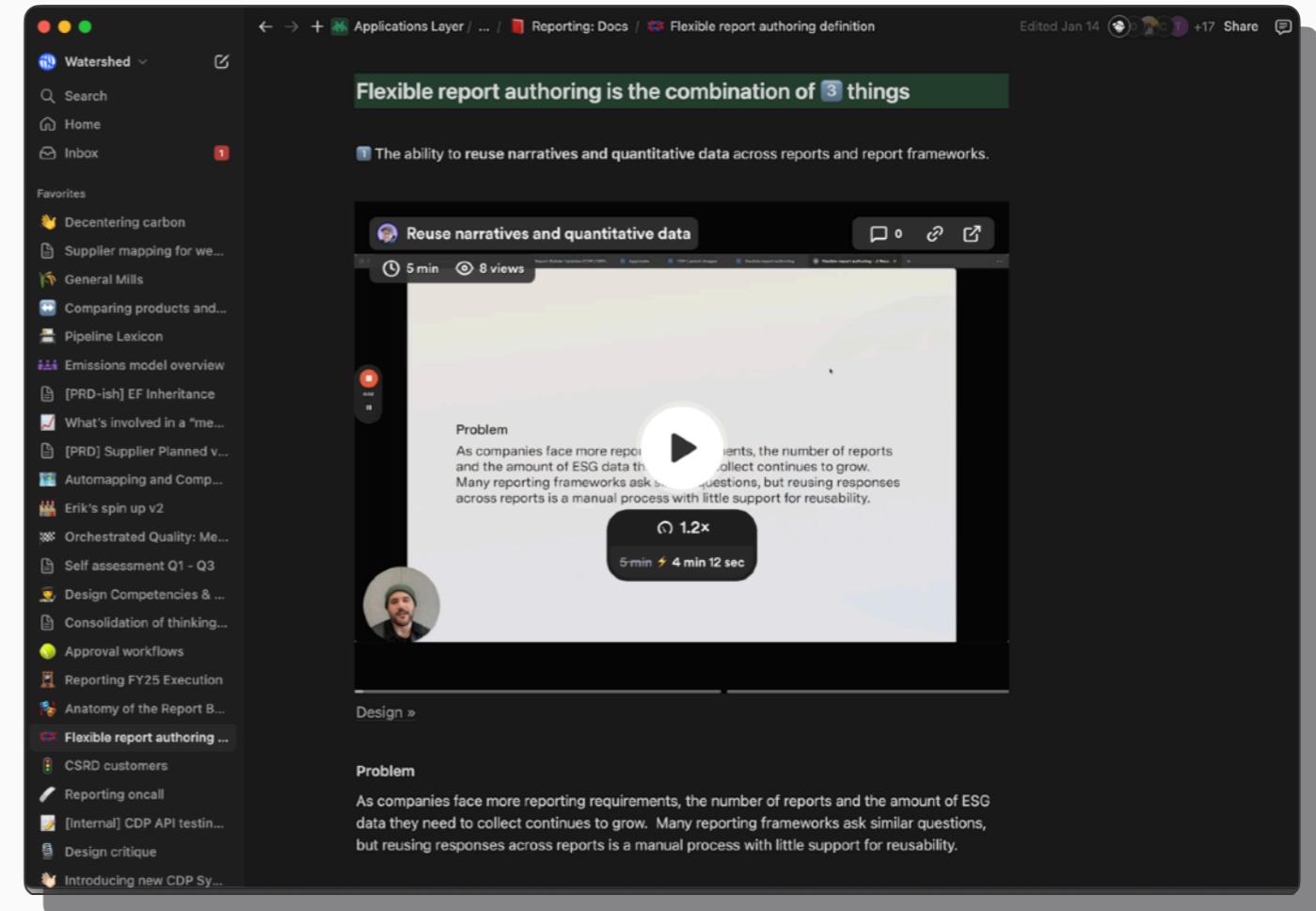


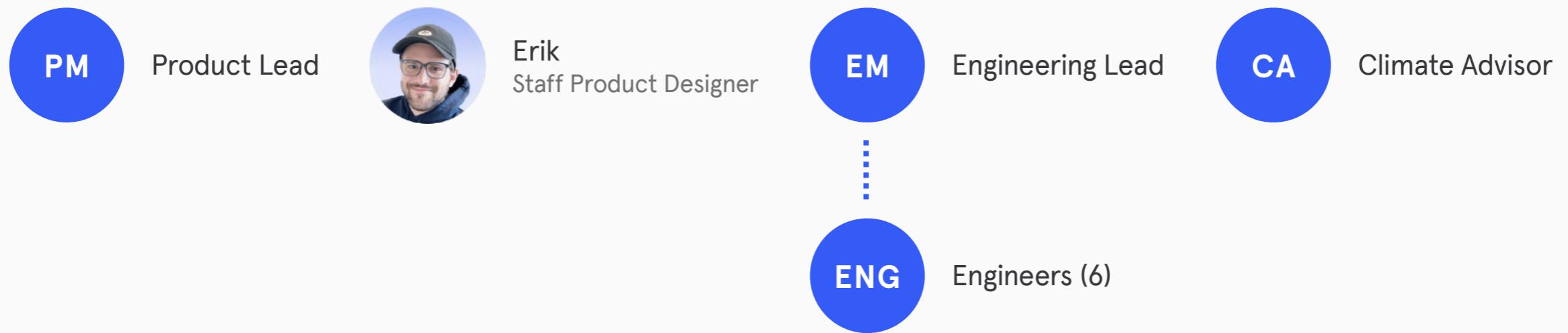
Today, the Watershed reporting product is not well set up to help customers respond to the growing number of sustainability reporting requirements.

Product brief

## Authoring the product brief

Design *is* product management! I played a key role in shaping the product roadmap by writing product briefs that kept us aligned on the right problems to solve for the right customers.





[Overview](#) [Changelog](#) [Configuration](#)**Progress** · 6 of 9 modules completed[✓ Complete \(6\)](#) [○ Not started \(2\)](#) [○ In progress \(1\)](#)[Filter](#)

7: Emissions data

[✓ 4](#) [○ 12](#) [○ 24](#)[Click to view](#)[Export](#)[Sync to CDP](#)

	Question	Answer	Assignee	Question status	Sync status
	1: Introduction				✓ 4 ○ 0 ○ 0
1	1.1: Past reports	Qualitative	B Becca Crabb	✓ Complete	● Synced
2	1.2: Give a general description and introduction to your organization	Qualitative	B Becca Crabb	✓ Complete	● Synced
3	1.3: Filer status	Qualitative	B Becca Crabb	✓ Complete	● Synced
4	1.7: Select the countries/areas in which you have Scope 1 or Scope 2 emissions fro...	Qualitative	B Becca Crabb	✓ Complete	● Synced
5	1.24: Has your organization mapped its value chain?	Qualitative	B Becca Crabb	✓ Complete	● Synced
	2: Identification, Assessment and Management of Dependencies, Impacts, Risks, and Opportunities				✓ 3 ○ 0 ○ 1
6	2.1: How does your organization define short-, medium- and long-term time horizo...	Qualitative	M Madeline Cam...	✓ Complete	● Synced
7	2.2: Does your organization have a process for identifying, assessing, and managi...	Qualitative	M Madeline Cam...	✓ Complete	● Synced
8	2.2.1: Does your organization have a process for identifying, assessing, and respon...	Qualitative	M Madeline Cam...	✓ Complete	● Not synced
9	2.2.2: Describe your process(es) for identifying, assessing and responding to cl...	Qualitative	—	—	—
10	2.3: Do you provide incentives for the management of climate-related issues, includ...	Qualitative	M Madeline Cam...	○ In progress	● Not synced
	3: Disclosure of Risks and Opportunities				○ 0 ○ 4 ✓ 0

Manage your sustainability report

## E1-1: Transition plan for climate change mitigation

**E1-1 16a** ... □

Explanation of how targets are compatible with limiting of global warming to one and half degrees Celsius in-line with Paris Agreement

Text editor toolbar: H1, H2, B, I, S, A, Insert, etc.

**Alignment of Targets with 1.5°C Paris Agreement Goal**

Our company's climate targets have been meticulously developed to ensure compatibility with the Paris Agreement's goal of limiting global warming to 1.5°C above pre-industrial levels. Here's how our targets align with this critical objective:

- 1. Science-Based Targets Initiative (SBTi) Validation**

Our emissions reduction targets have been validated by the SBTi, confirming their alignment with the latest climate science and the 1.5°C trajectory. Specifically:

  - 50% reduction in absolute Scope 1 and 2 emissions by 2030 (base year 2019)
  - 30% reduction in Scope 3 emissions by 2030 (base year 2019)
- 2. Ambitious Near-Term Goals**

We've set aggressive 5-year goals:

  - 25% reduction in energy intensity by 2025
  - 100% renewable electricity by 2025

Narratives are created from AI-extracted answers

**Keep** **Cancel**
- 3. Long-Term Net-Zero Commitment**

We're committed to achieving net-zero emissions across our entire value chain by 2040, a full decade earlier than the Paris Agreement's target date.

Details Guidance Insights **Insights**

CSRD CDP

AI-extracted answers ⓘ

**H Hydro** 2023 ⓘ

Hydro defines substantive financial or strategic impact from climate-related risks as follows: an impact that significantly affects our business strategy or our ability to deliver continuous customer services. Subject matter leadership on climate change risk resides with our Environmental Sustain...

**Ford** 2023 ⓘ

Did you find this useful?

**S Scan Global Logistics** 2023 ⓘ

Use AI to satisfy reporting requirements

Disclosures... / CSRD 2024

Build Manage

E Share Publish

Outline 24%

- Introduction
- General information
- Environmental information
  - Our transition plan
  - Science-based GHG emission reduction targets
  - Climate change mitigation actions
  - Climate-related impacts, risks and opportunities
  - Climate change risks and opportunities
  - Climate-related policy
  - Metrics and targets
  - Energy consumption
  - Emissions & carbon credits
  - Financial effects from risks & opportunities
  - Social information
  - Governance
  - Indices
  - Statements

Build

As part of our commitment to reach net-zero emissions by 2050, we've made significant investments in both operational and capital expenditures to support our climate action plan.

In 2023, we invested €250 million in capital expenditures (Capex) to modernize our facilities, including adding renewable energy sources and emissions-reducing technologies. This included installing solar panels and electrifying key processes.

We also spent €50 million in operational expenditures (Opex) on energy efficiency improvements, staff training in sustainability, and monitoring GHG emissions.

Over the next five years, we plan to invest an additional €400 million to further decarbonize our value chain and develop low-carbon products, like green hydrogen and battery technologies.

These expenditures are essential to lowering our carbon emissions and meeting our Science Based Targets and the Paris Agreement's 1.5°C goal.

### Our transition plan

We believe our strategy and business model are compatible with the transition to a sustainable economy by reducing our carbon emissions in line with our Science Based Targets and target of net-zero emissions in 2050. This is in line with the Paris Agreement and the EU's climate goals.

### Science-based GHG emission reduction targets

We have set validated targets to reduce our scope 1, 2, and 3 greenhouse gas emissions by 2030. This is based on a 2020 life-cycle analysis (LCA) of our AAC and CSU products, which demonstrated their potential to achieve net-zero or negative emissions by 2050. Details of our targets can be found in disclosure requirement E1-4.

### Climate change mitigation actions

Browse narratives

Search...

212 narratives Cross-framework categorization

ESRS E1-1 16c  IASSB S2 14b AUG 22, 2024

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A Amy Lyn

ESRS E1.GOV-3 13  IASSB S2 4a AUG 20, 2024

The oversight of climate-related risks and opportunities is integrated into our organization's governance framework at the highest level. The Board of Directors holds overall responsibility for supervising the implementation of our climate strategy, which is aligned with our long-term sustainability goals.

To support the Board's oversight, we have established a de...

E Erik Mansioner

ESRS E1-1 16d  IASSB S2 15c AUG 11, 2024

Customize the structure of your report

Disclosures... / CSRD 2024

[Build](#) [Manage](#)

[E](#) [Share](#) [Publish](#) [...](#)

Outline 24%

- Introduction
- General information
- Environmental information
  - Our transition plan
- Science-based GHG emission reduction targets
- Climate change mitigation actions
- Climate-related impacts, risks and opportunities
- Climate change risks and opportunities
- Climate-related policy
- Metrics and targets
- Energy consumption
- Emissions & carbon credits
- Financial effects from risks & opportunities
- Social information
- Governance
- Indices
- Statements

Scope 3      3.6 business travel... 740 740

Scope 3      3.7 employee commu... 8,378 14,900

Scope 3      3.8 upstream leased... 12 321

Scope 3      3.9 downstream tra... 123 331

↳ 2024 footprint

[Query](#) [Display](#)

Date range: Jan 2024 to Dec 2024

Metrics: GHG emissions (Absolute + Market-based)

GHG emissions (Absolute + Location-based)

Dimensions: Scope, Category

Filters

Scope	Value (Approx.)
1. Direct...	100
2 purcha...	1,500
3.2 capit...	1,500
3.5 waste...	100
3.6 busin...	12,000
3.7 purch...	2,500
3.8 ups...	1,000

Emissions: market based (dark blue) | Emissions: location based (light blue)

[Hide sidebar](#) [Layers](#) [Bar ...](#) [+ New layer](#)

Gross Scopes 1 and 2 - financial and operational control

Write a query and generate a data visualization

The screenshot displays a reporting interface with a dark sidebar on the left containing various icons. The main area shows a document titled "Disclosure of transition plan for climate change mitigation".

**Left Sidebar:**

- Primary
- 3 VARIANTS
  - ENT - Switzerland (1...)
  - ENT - Dubai (3134)
  - ENT - Australia (134)

**Document Content:**

Our transition plan for climate change mitigation focuses on reducing greenhouse gas (GHG) emissions, increasing energy efficiency, and transitioning to renewable energy. We aim to reduce our GHG emissions by 50% by 2030, with a long-term goal of achieving net-zero emissions by 2050. [In Switzerland, we are working closely with local partners to optimize our supply chain and reduce emissions through Swiss-certified renewable energy sources like hydroelectric power.](#) To achieve these goals, we are optimizing our operations, upgrading equipment, and integrating more sustainable processes. We are also investing in renewable energy sources such as solar and wind to power our facilities. Additionally, we plan to collaborate with our suppliers to reduce emissions across our value chain. Regular progress updates will be provided to ensure transparency and accountability as we work towards these goals.

Added by Shawn Ingram Aug 22, 2024

**Right Panel:**

- Details** (selected)
- Guidance**
- Insights**

**Status:** In progress

**Assignee(s):** Shawn Ingram

**Approver(s):**

- Bryan Cervantes Jr: Approved
- Kai Guy: Approved
- Ted Danson: Waiting...

**Supporting evidence:**

- [supporting-evidence\\_really\\_long\\_name.xlsx](#)
- [supporting-evidence\\_docx.pdf](#)

**Notes:**

Add a message...

212 / 7000

Manage answers across reporting frameworks

Watershed ▾

Disclosures... / Framework library

+ Custom framework

Home

Network tasks 4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

Disclosures & reports

ESG metrics

Plan

Reduction plans

Marketplace

Filter

Search

Grid View

List View

SB 261

3 topics · 24 questions

Disclose climate-related financial risk and measures adopted to reduce and adapt to that risk

A Amy Lyn

Swiss climate disclosure

4 topics · 43 questions

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

E Erica Victoria

Corporate Sustainability Reporting Directive (CSRD)

14 topics · 104 questions

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

CDP

10 topics · 152 questions

Climate Disclosure Project (CDP)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

SECR

2 topics · 43 questions

Streamlined Energy and Carbon Reporting (SECR)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

ISSB

8 topics · 143 questions

International Sustainability Standards Board (ISSB)

Sustainability-related financial disclosure standards to help investors assess companies' sustainability...

Watershed

SASB

10 topics · 152 questions

Sustainability Accounting Standards Board (SASB)

Industry-based sustainability disclosures about risks and opportunities.

Watershed

UKTender

1 topics · 12 questions

UKTender

Required carbon disclosure for businesses bidding for UK government contracts.

Watershed

TCFD

B Corporation

US Environmental Protection Agency (EPA)

Create templates for all of your sustainability disclosures

Watershed ▾

Disclosures... / Framework library / Swiss climate disclosure ★

Create report + Add ⚙️ ⏷ ⏴ ⋮

Home

Network tasks 4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

**Disclosures & reports**

ESG metrics

Plan

Reduction plans

Marketplace

4 topics • 43 questions

**Swiss climate disclosure**

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

Filter

Question	Related metrics	Related questions
Due diligence (2)		
S-1 Does the company have a policy on child labour for their supply chain oper...	2	ESRS S1-C3
S-2 How does the company assess and manage risks related to climate change...	2	ISSB S1-32 CDP 4.4 TCFD 5.32
Environmental (3)		
S-3 Direct greenhouse gas (GHG) emissions (Scope 1)	2	ESRS S2-32 CDP 7.5 TCFD 5.32 +4
S-4 Direct greenhouse gas (GHG) emissions (Scope 2)	1	ESRS S2-32 CDP 7.25 ISSB S2-36a +4
S-4 Direct greenhouse gas (GHG) emissions (Scope 3)	1	ESRS S2-32 CDP 7.25 ISSB S2-36a +4
Scenario analysis and stress testing (6)		

Understand the interoperability of different report questions

Helping  customers understand  
and trust their product analytics data

90% increase in product implementation through streamlined onboarding and improved developer experience

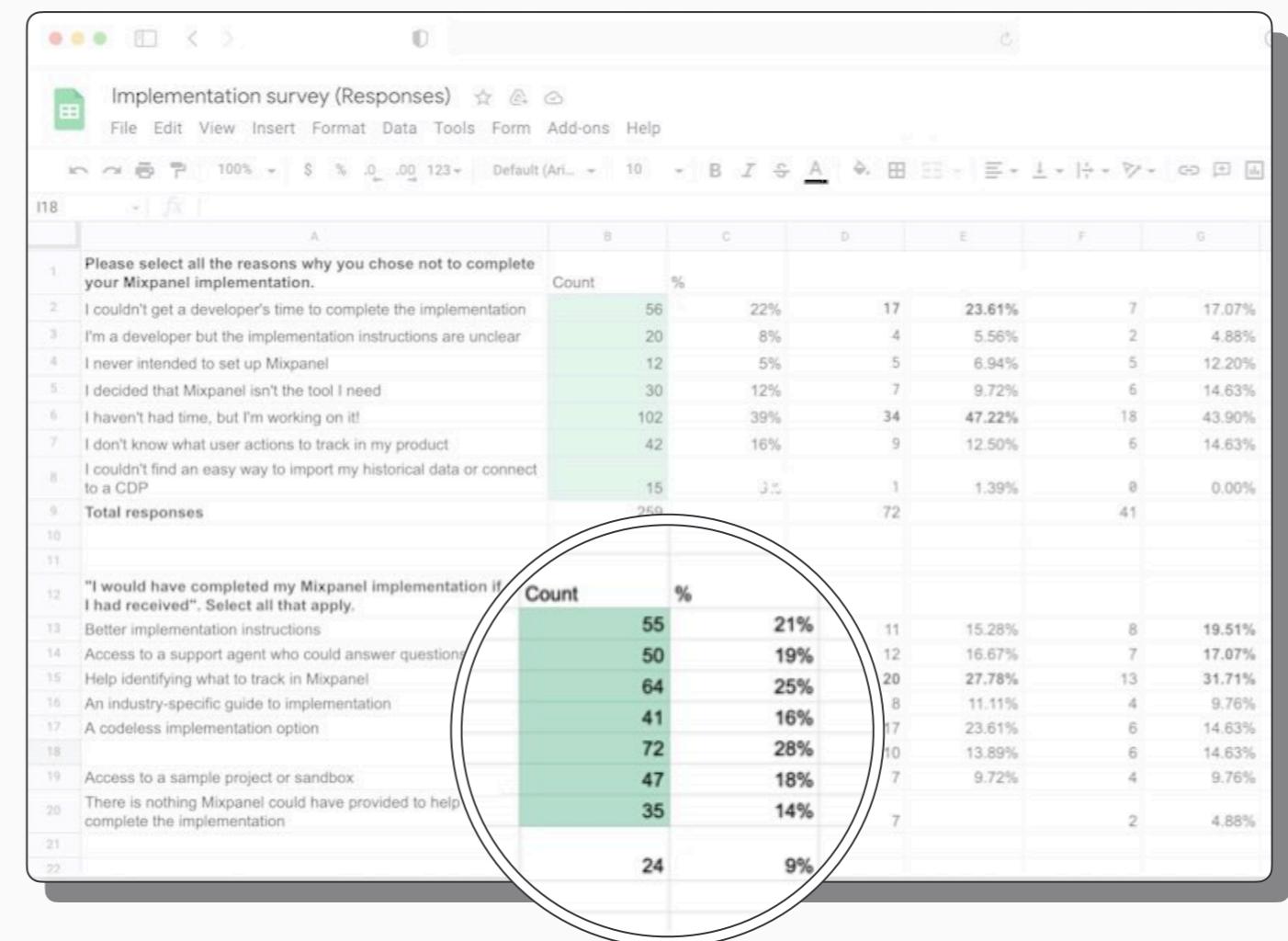


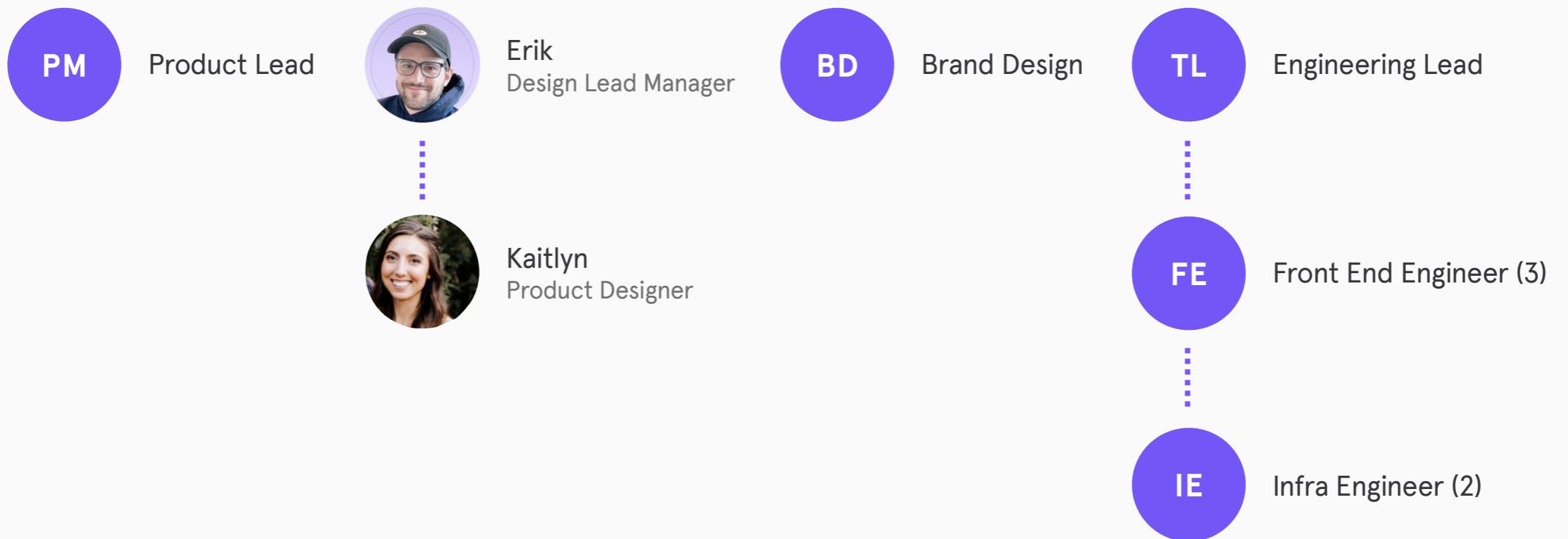
Customers need a better way to understand which events are newly implemented. It's hard to use the product when you have to sift through old and irrelevant data.

Customer Success Team

## Learning from new users

Partnered with my PM to survey users who signed up but hadn't sent data to Mixpanel within 7 days. The goal was to understand the "why" behind users' decision not to use Mixpanel and focus our efforts during product development.





## Live View

Search events

Configure

Edit Columns • 6

Export

Live Feed

Event	Timestamp ↴	Browser	City	Country	Device
Viewed report	2021-03-23 11:58:41PM	Chrome	San Lorenzo	Argentina	iPhone
Viewed report	2021-03-23 09:42:09PM	Chrome	San Lorenzo	Argentina	iPhone
Viewed report	2021-03-23 07:15:33PM	Chrome	Torrance	Argentina	iPhone
Viewed report	2021-03-23 05:03:20PM	Chrome	Newport Beach	United Kingdom	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	Phoenix	United States	iPhone
Viewed report	2021-03-23 05:01:16PM	Safari	Los Angeles	United States	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	Torrance	United States	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	London	United Kingdom	iPhone
Viewed report	2021-03-23 05:01:16PM	Chrome	Phoenix	United States	iPhone
Viewed report	2021-03-23 05:01:11PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 04:22:48PM	Firefox	Los Angeles	United States	iPhone
Viewed report	2021-03-23 04:11:41PM	Firefox	San Diego	United States	iPhone
Viewed report	2021-03-23 04:10:28PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 02:44:51PM	Chrome	Torrance	United States	iPhone
Viewed report	2021-03-23 12:36:12PM	Safari	Los Angeles	United States	iPhone
Viewed report	2021-03-23 12:22:03PM	Firefox	Los Angeles	United States	iPhone
Viewed report	2021-03-23 12:11:03PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 09:22:48AM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-22 07:59:23AM	Chrome	San Diego	United States	iPhone
Viewed report	2021-03-21 07:59:11AM	Chrome	Torrance	United States	iPhone

## Event Details

## EVENT PROPERTIES

Pretty Raw

App version	3.2.4
ARR segment	100-200
# of cohorts	-
3-month Pricing Plan Experiment	Matt Smith
Browser	Chrome
City	San Lorenzo
Device	iPhone
Experiment bucket	A
Logged-in	true
MTU   Events Plan Value (ARR)	43,345
Nav source	3
Org Name	Uber Technologies
Source Request ID	4
Plan type	Growth
Project ID	948
Screen size	390x844
Session ID	session_18723_042
Tax	False
Timezone	America/Argentina/Buenos_Aires
Unique ID	3132932ube1_13
Munkhatileg Natsagdorj reallylongemailhere@yahoo.com	→
Usage key	False

Live data feed gives users a real-time view of their defined events

Mixpanel P3 ▾

## Live View

### Viewed report

```
{ "event": "Report Loaded", "properties": { "3-month Pricing Plan Experiment": "Matt Smith", "# of cohorts": "...", "App version": "3.2.4", "ARR segment": "100-200", "Browser": "Chrome", "City": "San Lorenzo", "Device": "iPhone", "Experiment bucket": "A", "Logged-in": "true", "MTU | Events Plan Value (ARR)": "43,345", "Nav source": "3", "Org name": "Uber Technologies", "Plan type": "Growth", "Product ID": "948", "Screen size": "390x844", "Session ID": "session_18723_042", "Source Request ID": "4", "Tax": "false", "Timezone": "America/Argentina/Buenos_Aires", "User role": "Admin" } }
```

	Viewed report	2021-03-23 05:03:20PM	Chrome	Torrance	United States	iPhone
1	Viewed report	2021-03-23 05:02:16PM				
2	Viewed report	2021-03-23 05:01:16PM				
3	Viewed report	2021-03-23 05:02:16PM				
4	Viewed report	2021-03-23 05:02:16PM				
5	Viewed report	2021-03-23 05:01:16PM				
6	Viewed report	2021-03-23 05:01:11PM				
7	Viewed report	2021-03-23 04:22:48PM				
8	Viewed report	2021-03-23 04:11:41PM				
9	Viewed report	2021-03-23 04:10:28PM				
10	Viewed report	2021-03-23 02:44:51PM				
11	Viewed report	2021-03-23 12:36:12PM				
12	Viewed report	2021-03-23 12:22:03PM				
13	Viewed report	2021-03-23 12:11:03PM				
14	Viewed report	2021-03-23 09:22:48AM				

## VIEW PROTOTYPE —

Munkhbleg Natsegdorj  
reallylongemailhere@yahoo.com →

The screenshot displays the Mixpanel P3 interface with two main sections: 'Live View' and 'Event Details'.

**Live View Section:**

- Header:** Search Boards & Reports (⌘+K), Live Feed (switched on).
- Filter Bar:** FILTER BY, Viewed report, Device: iPhone.
- Table Headers:** Event, Timestamp, Browser, City, Country, Device.
- Data Rows:** Multiple rows of event data, including "Viewed report" events from various locations and dates.
- Callout:** A large callout box with a blue border and white background points to the "Viewed report" row at 2021-03-23 11:58:41PM with the text "VIEW PROTOTYPE →".

**Event Details Section:**

- Header:** Event Details, Event Properties, Pretty, Raw.
- Table Headers:** App version, ARR segment, # of cohorts, 3-month Pricing Plan Experiment, Browser, City, Device, Experiment bucket, Logged-in.
- Data Rows:** Detailed properties for the selected event, such as App version 3.2.4, ARR segment 100-200, and Experiment bucket A.

## Tracking Debugger

Live Feed

Export

Copy

Search

Track  Identify  Alias

● TRACK	Viewed report	2021-05-10 07:59:23
● TRACK	Report Loaded	2021-05-10 07:59:23
● TRACK	View pricing page	2021-05-10 07:59:23
● TRACK	[Onboarding] View Get Started	2021-05-10 07:59:23
● IDENTIFY	Company	2021-05-10 07:59:23
● IDENTIFY	project_id	2021-05-10 07:59:23
● IDENTIFY	project_data_view	2021-05-10 07:59:23
● ALIAS	2348323, 33221834	2021-05-10 07:59:23
● TRACK	[mp-query-builder] Add event	2021-05-10 07:59:23

```
1  {
2    "event": "Report Loaded",
3    "properties": {
4      "[Community] Email": "109",
5      "[Community] Login": "Matt Smith",
6      "[Community] Primary Role": "Chrome",
7      "[Lexicon]# of Descriptions": "San Francisco",
8      "# of cohorts": "United States",
9      "Account Value (ARR)": "Android",
10     "age": "3",
11     "Billing: credit IDs": "www.url.com/#23",
12     "Organization Name": "PoorJones",
13     "Source Request ID": "16",
14     "Billing: paid plan types": "3",
15     "Chrome Version": "contract",
16     "CSM": "Mark Johnson",
17     "Events Billing Cycle": "true",
18     "Organization ID": "1",
19     "Organization Name": "name",
20     "Origin": "true",
21     "People Billing Cycle": "false",
22   }
23 }
```

Developer tools to understand and fix the implementation

## Highlighting our success story

At a company all-hands meeting, our group was acknowledged as a model for success in the past quarter and praised for our customer problem-solving approach going forward.

### RESULTS

Avg # of Crunchbase orgs sending data for the first time rose **95%** post-launch

**80%** of feedback on Dev Docs positive

## Q1 & Q2 Highlight Reel

### Implementation V1

- Avg # of crunchbase orgs sending data for the first time rose **95%** after June 1st
- **80%** of feedback on Dev Docs positive
- Sessions where user viewed the developer docs and then contacted support has dropped from **0.9%** → **0.6%**

### Startup Credits Updates

- Accounts claiming credits went from **9%** → **29%** (**17%** → **56%**)
- Navigated first batch of accounts rolling off of credits without any major blowups

### Free Public Dashboards

- 345 Accts have enabled public dashboards, >**400** public dashboards viewed per day
- **8 Signups** via Public Dashboards so far

### Improvements to CC Failure

- 158 accts successfully updated cc info
- Support tickets flat
- 8% of accounts that Edit Billing Rerun Payment



Let's make something great together