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# Mo Godin

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mogodin.com

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## Education

### Northeastern University

BFA in Graphic Design, May 2018

- Founding member of Scout, Northeastern's student-led design studio, developing overall brand strategy and launching a speaker series
- Relevant courses in interaction, information and graphic design, studying with Doug Scott and John Kane among others
- Graduating magna cum laude

### Volunteer Work

An integral part of my education & life

- Board member of The Fuller Center for Housing of Greater New York City
- Former President of DREAM Mentor Program, leading student-mentors as they worked with children in government-subsidized housing
- Former Chairman of the Habitat for Humanity Youth Advisory Board, facilitating the service efforts of 1,000+ students across 6 build sites

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## Experience

Everyday Speech 2018 – 2023

### Director of Product

Fully Remote

- Joined as 2nd hire of a fully-bootstrapped company, growing the team to more than 60 employees and \$5m in ARR
- Oversaw design and development for a platform that grew to 15,000 monthly active users, serving 5,000 public & private schools
- Built the 17-person product team from the ground up — covering engineering, product design, product management and QA
- Recruited, hired and engaged a fully remote department spread across 8 countries, maintaining a department eNPS of 89
- Worked closely with our clinical & content teams on UX and collaborated with the go-to-market team on product-led growth initiatives
- Maintained an overall product NPS of 72, with our iOS app receiving 4.8 stars on 450 reviews

iFactory Spring 2017

### Information Architecture & UX Co-op

Boston, MA

- Focused on building websites and complex CMS solutions for a range of education and nonprofit clients
- Worked on all aspects of UX research, from developing personas to conducting usability tests
- Used Axure to wireframe and prototype new architectural systems for web content
- Presented work directly to clients on a weekly basis, framing solutions to build consensus

SYPartners Summer 2016

### UX Design Associate

New York City, NY

- Worked in an agile process on both the visual and UX design of an e-learning platform
- Optimized the information architecture and user experience of the company website to reflect a new brand story
- Revamped newsletter content strategy to be interactive with a focus on data and analytics
- Designed, prototyped and user tested a new app for internal employee communication

Scout 2014 – 2016

### Director of Events

Boston, MA

- Created more than 20 events and workshops, bringing in guest speakers from around the design community
- Booked presenters from GE Healthcare, IDEO, Astro Design, Zappos, Monotype, Fresh Tilled Soil, Github and more
- Promoted events online and on campus, positioning Scout as a design resource for more than 500 students

GoodPeople.com Summer 2015

### UX Design Intern

Buenos Aires, Argentina

- Joined a fast-paced eCommerce start up in Latin America and the United States
- Redesigned the UI of all product pages, using market research and user testing to optimize for higher conversion
- Changes resulted in an increased conversion rate and a larger average cart size
- Lived and worked in Argentina for 3 months, communicating primarily in Spanish

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## Expertise

### Skills

- Empathetic leadership
- Software development pipeline management
- Product feature definition and roadmapping
- OKR writing, execution and monitoring
- Hiring, forecasting and freelancer management
- Information architecture & UX design
- UX research & usability testing
- Design thinking for business strategy
- Conversational Spanish

### Software

- Illustrator, Photoshop, InDesign & After Effects
- Figma, Axure, Sketch & Zeplin
- WordPress & HTML/CSS for prototyping
- Sketchup, 3D printing & laser cutting
- Google Analytics, Mailchimp, & Hubspot
- Asana, Trello, Invision & Slack

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### References

"From the first minute I met Mo, I knew he thought differently. He's talented, relentless, and not afraid to advocate for what he thinks is right. Mo joined Everyday Speech when we were barely a company, and guided us through the initial build of our product all the way through building a full PreK - 12 product that can serve every learner in the country. He deeply empathizes with customers, almost knowing what they need more than they do. He also does a fantastic job explaining technical concepts to a broad audience, getting buy-in and bringing our entire team with him on the product journey. If you're looking for someone to help you identify and answer the hardest questions your business has, Mo is the person for you."

**Cal Brunell, Cofounder at Everyday Speech**

"Throughout my time working under Mo's leadership, I witnessed firsthand his unwavering commitment to both his team and the success of our projects. His confidence in me was instrumental in helping me develop my project management skills, enabling me to take on complex initiatives, take risks, and deliver results. Mo's leadership extended far beyond the product team; he was a driving force for the entire company. His visionary thinking and ability to generate ideas brought user-centered perspectives to our organization."

**Isabel Lien, Product Manager at Everyday Speech**

"Insightful, driven and pragmatic. Mo's style isn't simply just about leading teams, he forges them together. He's masterful at seeing around blindspots and developing strategies that create the greatest impact. If you're looking for someone who can make an immediate impact not just in revenue but also in team culture, Mo is your guy."

**Neil Diguangco, Director of Marketing at Everyday Speech**

"I said this time and time again, Mo has been the best manager I ever had. He's an inspirational leader that you feel you can always rely on. [A] quick thinker, always looking at problems the right way, not just superficially. He's a great human being and an amazingly capable creative professional. I envy whoever gets the chance to work with Mo."

**Gaspar Errobidart, Senior Javascript Developer & Lead Infrastructure Engineer at Everyday Speech**

"Mo is a leader. He's an excellent director and manager who is very adaptable to change and who knows how to bring out the best in the team. He has impressive leadership and technical skills and is able to guide a software product team towards a consistent and brilliant vision despite the challenges and difficulties on the way."

**Victor da C. Luna Freire, Backend Engineer at Everyday Speech**

"As the Director of Product, Mo created an incredible customer experience that significantly impacted user growth at Everyday Speech. He and his team have created an intuitive and user-friendly portal that requires little to no training, unlike the industry's often complex, confusing systems. By approaching development with a designer's mindset, Mo created and regularly improved a product that exceeds customers' expectations."

**Bryan Priem, Director of Customer Experience at Everyday Speech**

"I've worked with Mo in the same team for 3+ years. No doubt, it [has been] the best collaboration experience I have ever had. Mo has fantastic leadership skills and strategic thinking. As a result, we create and maintain a high-quality product for thousands of customers. It's hard to count the number of unique ideas Mo generated. Beyond fantastic professional skills, I also should mention how excellent Mo is as a person. He is one of the kindest people I know. Mo can always find time to help people and support the local community. His dedication and willingness to support others is truly inspirational."

**Maksym Petryshak, Wordpress developer at Everyday Speech**

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"Mo has a natural ability to quickly gain the trust of many types of clients, who value his decisions, judgment, and acumen. From the start, he provided a fresh and insightful perspective on all aspects of the UX process (including ideation, design, and testing), including leading a project to visualize our entire design process from the client perspective."

**Lydia Sankey, Head of Information Architecture & User Experience at iFactory**

"Within days of joining SYPartners, Mo proved himself as an essential member of our team. With very little guidance, he successfully built relationships across the organization (including among members of our leadership team), designed countless assets that we shared with our audience of Fortune 100 leaders, and facilitated productive conversations that helped our team move forward exponentially."

**Natalie Silverstein, Director of Brand Development at SYPartners**

"Mo helped push on both the form and function of the product, providing interesting, forward thinking design solutions as well as process and flow options. His intuitive skills in experience design are exciting to see, and he will be an asset to anything he puts his mind to."

**Kendra Cooke, Experience Director of Product at SYPartners**

"Joining a small team, Mo was essential in collaborating on everything from UX strategy and wireframing ideas, to going deep on visual exploration and design execution. Never too shy to offer a compelling point of view (he has an innate ability to process and articulate complex ideas), but always hungering for feedback. His contribution has been matched only by his enthusiasm and eagerness to learn and grow."

**Tim Macholz, Senior Experience Designer at SYPartners**

"Mo always looked up for more to do, proactively working for both offices where his amazing language skills helped a lot in order to communicate both in English and Spanish. He worked on some projects by himself and also being part of small teams, always being able to adapt to the organizational structure."

**Daniel Jejic, Co-Founder & COO at GoodPeople.com**

"Mo didn't stuff envelopes or make lists...ever. He put together a strategy for focus groups and presented it to an all-staff meeting to more than 50 people who clung to his every syllable. When he sees chaos and inefficiency, he creates smart systems that work and last."

**Nancy Lublin, Former CEO at DoSomething.org**

"Starting in his freshmen year, Mo was an integral part of our Youth Advisory Board. As a leader and organizer, his work helped mobilize students from more than thirty schools. His efforts helped fulfill our mission, ensuring all families have a simple, decent home."

**Jim Killoran, Executive Director at Habitat for Humanity of Westchester**

"Mo is on top of things which, when combined with his deep empathy for peers and direct reports, makes him such a joy to work with. He has a knack for probing for depth in conversation, and is one of the best active listeners I've had the pleasure of working with. I'm impressed by him, and recommend him very highly for anything that involves a blend of intellect, drive, and kind spirit."

**Brandi Cornelius, Director of People Operations at Everyday Speech**