Henry Becker Harboe

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Experience

TicTacGo   Brooklyn, NY
Freelance Product Consultant   Aug 2018–Present

TicTacGo is a non-profit helping adults with intellectual and developmental disabilities in New York

- Researched and wrote strategy, vision, and development plan for a social website for adults with IDD
- Currently planning MVP experiments and gathering requirements from user surveys and interviews

Faraday Bicycles   San Francisco, CA
Freelance Product Consultant   Sep 2017–Apr 2018

Faraday is a leading electric bicycle startup founded by ex-IDEO engineer Adam Vollmer

- Conducted stakeholder and user interviews to reduce scope of new mobile app by ~67%
- Managed discovery experiments for mobile app, resulting in a pivot and 4 core features dropped
- Led UI design and copywriting of mobile app from initial sketches through usability tests and launch

LumenEd   Chicago, IL
Co-Founder, Head of Design & Sales   2013–2016

LumenEd was the edtech startup I founded in college and pursued full-time after graduation

- Wrote and presented pitches resulting in $75k of grants, crowdfunding and pre-seed capital
- Led direct sales resulting in $45k of SaaS revenue in first three months; created 150+ customer pipeline
- Designed UX/UI of video sharing platform for web and mobile interfaces; onboarded customers
- Organized and interviewed customer focus groups to refine product roadmap and sales strategy

TGG Group aka Freakonomics Consulting   Chicago, IL
Summer Associate   Summer 2014

TGG is a consulting firm specialized in behavioral economics, founded by Daniel Kahneman and Steven Levitt

- Pitched a global B2B payments processing solution to a credit card client (product was later launched)
- Analyzed device usage data to impact Chicago Public Library's 2015–2019 technology reallocation plan

Education

Oberlin College & Conservatory of Music   Oberlin, OH
B.A. in Economics   2011–2015

- Oberlin Entrepreneurship Club (Co-founder, President; 2013–2015): Co-founded and led club for college and community entrepreneurs; organized student startup competition; led design thinking workshops
- JPMorgan Case Competition (Finalist Team, 2013): Analyzed M&A case study, including discounted cash flow, SWOT, and synergy analysis; selected as 1 of 12 finalists from 122 teams to present to JPMorgan

Additional Information

Development languages: CSS, HTML, Java (some), Javascript (some), Python, R, SQL

Design tools: Adobe Photoshop & Illustrator, Figma, InDesign, Sketch, Principle

Additional freelance experience: Moth Chicago, Marketing Consultant (Jun 2018–Present); Industrial Data Associates, Data Analyst (May 2016–Jun 2017)