



INGRID ZIPPE

PERSONAL STATEMENT

I am a designer and developer aspiring to make the transition into product management.

EDUCATION

Brown University

B.A. Computer Science + Visual Art
2015-2018

Rhode Island School of Design

UI/UX Design (two years of full-time undergraduate study)
2013-2015

Horizons School of Technology

Coding Bootcamp in San Francisco
Fall 2017

GET IN TOUCH

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ACHIEVEMENTS

Kairos Society Fellow - Prestigious Leadership Fellowship - 2017

Horizons Hackathon Winner - Placed 1st in coding bootcamp hackathon for events application

SKILLS

Proficient - JavaScript, Node.js, HTML5, CSS, React Native, MongoDB, SQL, Java, Adobe Programs, Figma

Intermediate - Blender, Maya, Sketch

WORK EXPERIENCE

Pioneer Square Labs Developer + Designer

Seattle, Washington • July 2019-October 2019

PSL is a venture firm and innovation studio backed by established investors, including the founder of Rover.

- Designed and launched marketing campaigns with 6% click-through rate.
- Contributed to strategic ideation sessions with respect to product development.
- Defined and analyzed marketing campaign data to identify target audiences and understand user groups.
- A/B tested landing pages, changing key value offerings, branding, and other metrics to hone our product strategy.
- Applied lean startup methodologies to gather more information about products, hacking together minimum viable products to test value propositions.

Universal Music Group Creative Technologist

Los Angeles, California • August 2018-May 2019

UMG is an American global music corporation that owns many record label subsidiaries, such as Republic Records, Interscope, and Island Records.

- Designed and developed Snapchat lens experiences for Halsey, Kanye West, 2 Chainz, and Chantell Jeffries, which were received globally by over 2 million fans.
- Managed digital marketing campaigns, communicating between artist managers and developers, to launch unique campaigns for artists, such as Ariana Grande, Shawn Mendes, and Carrie Underwood, increasing streams by 40% on Spotify and Apple Music platforms.
- Led product-roadmapping discussions for UMG's internal marketing tool, which launches no-code digital experiences.
- Worked with developers in London to troubleshoot bugs and add new features for the no-code website builder.

Ense iOS Engineer

New York, New York • December 2017-January 2018

Ense is a social audio application founded by the co-founder of Venmo, and backed by Sequoia, Greycroft, and Bessemer ventures groups.

- Coded an import contacts feature in React Native which imported over 30,000 contacts in a few weeks.
- Coded an invite friends feature which grew our user base by 30% and improved user retention.
- Collaborated with designer to re-design the front-end of the application.
- Prioritized work for weekly sprints, launching 1 to 2 new features in the app per week.

Ense Software Engineer

New York, New York • June 2017-July 2017

Ense is a social audio application founded by the co-founder of Venmo.

- Engineered compatibility of the Ense application with Amazon Alexa, so users could use Alexa to interface with features on Ense.

LEADERSHIP

RISD E'Ship Co-President

E'Ship is the central hub of entrepreneurship at the Rhode Island School of Design.

- Started the E Partners Program, the first in-house venture accelerator at RISD.
- Pioneered the E Fellowship, which awards an annual grant to two student teams.
- Hosted a notable speaker series, which included Reddit co-founder, Alexis Ohanian, and fashion designer, Robert Geller, and had an average attendance of 50-200 people.

PROJECTS

Drip

Drip localizes the social media experience by helping friends meet up at local events.

- Developed an iOS application end-to-end using React Native on the front-end and a SQL database.
- Launched app in the App Store, receiving 20 downloads from family and friends.