

# Max Clayton Clowes

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I am a Product Manager with a diverse software engineering and design background. I use my background to get the best out of my development peers, and the best for my developer users. Intuition lead, data backed. I've been delivering websites and apps for 10+ years. DoY's Young Entrepreneur Award winner as a founder.

References available upon request. You can see what people have said about me [here](#).

## Experience

### **Product Director** - Codat

*November 2021 - Ongoing*

Heading [Codat](#)'s client and developer experience, I've:

- [Docs](#) - Fully reimagined docs site, launched new detailed API ref and SDKs, and sample code
- [Dev portal](#) - Redesigned and rebuilt the [Codat Portal](#)
- [Growth] - Launched a new pricing model and growth motion, reducing friction in adoption
- Pioneered data-driven product management, supported by Amplitude
- Rolled out our design system across our products, with a focus on accessibility
- Delivered features for major enterprises and US & UK banks, including enterprise-grade SSO
- Lead our design team to create a beautiful and usable experiences
- Created an ethnographic research practice, focused on our developer personas
- Been promoted at pace several times to my current responsibilities

### **Product Manager** - Swoop

*March 2021 - November 2021*

Managed building to loan provider and credit scoring APIs, as well as designing [Swoop](#)'s own API. Have recently delivered a new sales channel for Swoop, allowing SMBs to find themselves up

to £1,000,000 in funding, accessible within 24 hours via our loan providers' APIs.

Ran delivery management for the team, and dramatically increased our my team's velocity, releasing several major projects.

### **Product Manager** - Codogo

*April 2016 - August 2018*

Co-founded Codogo, delivering client products through our agency business, whilst developing in-house collaborative document tool Codogo Write. I personally:

- Owned project lifecycle from ideation to delivery of complex web and native apps for from 30+ clients ranging from the NHS to Arsenal FC.
- Pitched, winning [awards](#), clients, and investors, even being flown out to try for Y Combinator with our in-house product.
- Project managed (Agile) and supported the growth of my team.

### **Other Experience**

Software Engineer (FE) - [Pollen](#), [Workshare](#), 2018 - 2021

Development & Design Intern - [Akkroo](#), 2015

UX Designer - [Better Brief](#), 2012 - 2013

Project manager - [Godfreys.co](#), 2011 - 2012

## Skills

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**Product:** Research, Stakeholder management & engagement, Prioritization & roadmapping (Productboard), A/B testing, Documentation, Project Management (SuperHi, 2019)

**Data:** Google Sheets (I live my life through it), Amplitude, Python, SQL, R

**Design:** Prototyping/wireframing (Figma/Sketch), Adobe CS, User research (ethnographic), UX, UI

**Engineering:** JS (React, TS, GraphQL, Redux), testing (TDD, react-testing-library, Jest, Enzyme), CSS (responsive, Styled-Components), Agile

## Education

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### **BSc (Hons) Computer Science, 2:1 -**

Durham University

2012 - 2016

British Computing Society accredited. Awarded Rising Star of Research.

Dissertation: *The use of evolutionary AI in the balancing of competitive multiplayer games*

### **BA Product & Interaction Design -**

Ravensbourne College of Design, Year 1

2011 - 2012

### **Foundation Diploma in Art and Design**

- London College of Communication

2010 - 2011

Graphic Design pathway

### **High School - City of London School**

2003 - 2010

A levels: *Physics, Economics, Music*

## Awards

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**Duke of York Young Entrepreneur Award,**

2017

**Rising Stars of Research Symposium Member,**

Durham University, 2016

**Blueprint Enterprise Challenge,** Durham

University, 2016

**Genesis Pitching Competition,** 2016

**Enterprise Kickstart Winner,** Durham University

Enterprise Society, 2015

**Best Website Award,** Meat Management

Magazine, 2012

## About Me

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I regularly attend PM conferences & meet-ups (*Elevate, Product School*). I keep up to speed with PM best-practice through online learning and blogs/newsletters.

I've always got a [personal development project](#) on the go; currently, I'm building a fantasy football team-building AI and the [tool that made this CV](#). I regularly attend developer meet-ups (*React London, GitHub Universe, Next Conf*).

I love board games, quizzes, cryptic crosswords, and cats. I'm a runner (first marathon will be in Valencia in December), cyclist, rock climber, and dancer (1st place university circuit). I sing and am a multi-instrumentalist.