

Nick McKenna

Technical Product Manager

Forward-thinking. Data-informed.

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Professional Experience

TapToBook Product Manager June 2017 – Present

Managing a platform of digital products. Working closely with CEO and Principle Investor to plan strategic roadmap.

- Oversee development and design of the TTB webapp and 2 mobile apps across 3 time zones, and plan monthly releases.
- Routinely analyze metrics data for growth opportunities.
- Propose and execute new business solutions, including a lead generator (enabled national sales) and mobile app for independent service providers (filled critical market gap).

Yelp Product Management Intern Summer 2016

Planned site-wide notification system for yelp.com.

Conducted live experiment (in collab. with ML group) which grew engagement with review highlights on mobile by 13%.

Yelp Engineering Intern Summer 2015

Built research-driven interface for Yelp Reservations, reducing management time by 88% for restaurant hosts.

Projects

High-Frequency Trading Agent, Java 2017

Designed automatic trading algorithm for a simulated market. Rapidly traded securities with 14 other agents for net-positive, 2nd best outcome in the group. Team of 2.

Deep Neural Network for Summarization, TensorFlow 2016

Summarizes documents using a deep convolutional neural network, based on Google DeepMind paper. Designed network and integrated with team project. Team of 4.

Two to Infinity, iOS 2014 ☆ 14,000 Downloads

Mobile adaptation of the game 2048. Redesigned with social features and unlockable content to keep players coming back. Ranked in Top 100 Strategy Games in US, Canada, and Switzerland.

Education

Brown University

B.S. Computer Science, 2017

Focus in Artificial Intelligence and Human-Computer Interaction. 3.7 Core GPA.

University of Edinburgh, UK

Semester Abroad, 2016

Rhode Island School of Design

Graphic Design Coursework, 2016

Skills

- Strong sense of product potential
- Passion for UX design + wireframing
- Deep technical knowledge of neural networks, iOS, web, more
- Proficient in Python, Swift, C++, Java

Impact

Teaching Assistant, Brown University

Hands-on with 570 students over 4 Computer Science courses. Lead reviews, labs, and office hours. Also mentored group projects and graded student work.

Sponsorship Organizer, Hack@Brown

Raised \$45,000 for Brown's student-run hackathon. Established partners including Google and Microsoft, and secured lasting relationships.

Peer Advisor, Brown University

One-on-one mentor for 9 students during their first years at Brown.