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Work experience

Senior Product Manager, Storefronts - Shopify, Toronto (Remote) – (2022-Current)

- Rebuilt mobile online store editor for merchants leading to 30% increase in mobile launch rate
- Lead PM on online store implementation for custom data platform – a new 0 to 1 platform for storing central store data and exposing it via storefronts (both custom 3rd party and 1st party)
- Lead PM on improvements to file management API, resulting in unified file management system

Senior Product Manager, Site Platform & Entry Pages - GoDaddy, Seattle – (2020-2022)

- Grew site conversion rate by 0.4% incrementally through iterative feature development on homepage
- Decreased code duplication by 57% by introducing centralized component process with:
 - A design pattern library and governance model for front-end component centralization and re-use across dispersed teams
 - A new front-end site platform (React, Node.js)
- Improved data capture quality by 20% by leading a server-side migration for data capture
- Led external vendor procurement for multiple data capture, analytics, and quality initiatives that yielded over \$5 million in incremental revenue from downstream feature implementation
- Delivered site navigation redesign that helped customers more simply navigate to their intended product, yielding a 5% incremental engagement improvement

Product Manager III, Mobile - Expedia Group, Seattle – (2020)

Worked across native and web to better enable "trip-building" via a modern PWA user interface and scalable server-driven architecture.

- Delivered improved product recommendations experience leveraging an embedding model that is the foundation of early-stage inventory recommendation across entry pages
- Expanded PWA storefront globally to all flagship brand markets

Product Manager II, Storefront

Expedia Group, Seattle – (2018-2020)

Led the program for the next generation homepage that includes

- A technical migration to progressive web application (PWA) and GraphQL server-driven-UI architecture coupled with a homepage UI redesign
- Introduced reinforcement learning to improve content sort across the new storefront
- Implementation of a progressive web application (PWA) for search entry pages resulting in improved search result performance and customer engagement (3% improvement in engagement YoY)

Education

Bachelors; Computer Science (2020-23) Auburn University, Samuel Ginn College of Engineering

Bachelors; Business Administration (2015-19) University of Washington, Foster School of Business

Collegiate Awards and Affiliations

- Undergraduate Business Council Dean's List Student of the Year (Foster School of Business), Finalist
- Lavin Entrepreneurship Honors Program (Foster School of Business)
- Startup UW • President (2016-2017), Freshman Representative
- Princeton Intercollegiate Entrepreneurship Network • Founding Member, West Coast Director
- Emory University Global Business Summit • Regional Delegate