

Filip Reese

Entrepreneurial product manager with experience in digital consumer products and online marketplaces. I excel at enabling organizations to build elegant products with satisfied customers through analysis, innovation, and collaboration.

CORE COMPETENCIES

- Applying user centric design to product development
- Ability to lead high functioning interdisciplinary teams to deliver products that meet customer needs, work within technical constraints, and realize business goals
- Ability to engage and manage diverse stakeholders to create product roadmaps and business strategy that help organizations achieve their strategic goals.
- Practitioner of data driven decision making based on the research, synthesis, and interpretation quantitative and qualitative data
- Experience applying agile development methodologies and the lean start-up approach to efficiently and effectively manage projects and teams
- Programming and web development experience with proficiency in HTML, CSS and SQL, and limited skills in JS and Python

EDUCATION

UNIVERSITY OF MELBOURNE - MELBOURNE BUSINESS SCHOOL

Master of Business Administration

Melbourne, Australia

Aug 2015 – Aug 2016

- International merit scholarship
- President, Technology and Innovation Club

UNIVERSITY OF CALIFORNIA - DAVIS

Bachelor of Arts: International Relations

Davis, USA

Sep 2007 – Jun 2011

- Focus in world trade and economic development

EXPERIENCE

99DESIGNS

Melbourne, Australia & San Francisco, USA

Aug 2011 – Jul 2015

A high growth, design oriented, start-up with offices in San Francisco and Melbourne. 99designs is “the world’s largest online marketplace for graphic design work.”

Product Manager

Jan 2014 – Jul 2015

Drove ideation through to execution on large projects aimed at increasing growth, customer satisfaction and efficiency of 99designs’ flagship contests product.

- Oversaw research, design, and implementation of a major responsive redesign of the core functionality of 99designs.com that increased net promoter score by 20% and customer engagement by 40% for mobile users
- Identified an opportunity to improve the design of a high traffic organic search page resulting in a 33% increase in conversion rate
- Led the integration and transition to a new customer support tool that centralized help, email, phone, chat and social media ultimately decreasing support response times by 25%
- Analysed designer quality data and designed rate limits that lead to a 10% improvement in design quality

Associate Product Manager

Sep 2012 – Dec 2013

Drove ideation through execution on small to medium sized projects for customers and internal teams.

- Redesigned the designer dispute moderation system improving the efficiency by 50%
- Led the *go to market strategy* for a high end subscription product that created a new revenue stream and increased sales from high value customers by 8%
- Performed detailed competitor analysis and reporting that was used to inform key strategic decisions
- Standardized collection of customer satisfaction data using Net Promoter Score, while doubling the amount of qualitative feedback collected

Community Manager

Aug 2011 – Aug 2012

Moderation, support, and engagement for an international online community of over 200,000 freelance designers.

- Decreased churn rate by 15% by providing active support and moderation to the online community
- Improved coordination with product on bugs, cutting in half the average response times
- Managed social media channels and strategy across Facebook, Twitter and other social media platforms growing Twitter followers by 100% and increasing Facebook engagement by 120%
- Effectively distributed a \$100,000 student scholarship fund that created ties with students and faculty at universities across 15 countries

AMP Sport

San Francisco, USA

Digital Marketing Consultant

Jun 2012 – Mar 2013

- Created and managed an email marketing campaign that increased user engagement by 20%
- Designed and managed SEM marketing campaigns that resulted in a 30% increase in leads
- Co-designed /developed AMPSport.com's marketing site giving the brand an online presence and delivering thousands of monthly visitors via organic search

ADDITIONAL EXPERIENCE

General Assembly

Melbourne, AU

Instructor

Oct 2014 – April 2015

- Taught professional development workshops on product management
- Designed and taught several workshops about building and validating a minimum viable product (MVP)
- Co-taught a 10 week course on Product Management fundamentals

DIG Festival

Newcastle, AU

Speaker

Oct 2014

- Designed and taught an interactive workshop on Product Management for entrepreneurs
- Lead groups of students through ideation, definition, and planning workshops
- Workshop was attended by over 60 attendees

PERSONAL PROJECTS

Niño (MBS Business model design competition)

Melbourne, AU

Jan 2016

- Created an idea for an Uber style app for booking babysitters on demand
- Validated the idea through customer interviews and research

- Pitched to a panel of entrepreneurs and investors, ultimately winning 1st place in the MBS innovation boot camp business model design competition

Landscaping.io

San Francisco, CA

June 2013

- Designed and built a prototype for a online marketplace for landscaping contractors
- Built an online database of 1000+ contractors based in California
- Tested a variety of user acquisition strategies to gauge market interest

Totoapp.com

San Francisco, CA

Nov 2012

- Built a simple online to do list web app using Ruby on Rails
- Gain a better understanding of full stack web development
- Utilized modern web development tools and frameworks including Git, Foundation, Heroku, and Postgres

ADDITIONAL

- Work rights: AU student visa and USA citizenship
- Languages: English, Spanish (working proficiency)
- Interests: surfing, skateboarding, travel
- *References available on request*