

ROBBIE SWANSON

WORK EXPERIENCE

Product Manager

Market Turning Points (Fintech AI) | Lehi, UT | Sep. 2021 - Present

- Created GTM strategy for a new ML product, collaborating with stakeholders and conducting market research, resulting in 55% higher customer adoption rates and a revenue increase of 28%.
- Shipped 50+ features while leading a SCRUM team in building an API fed financial web application.
- Performed A/B and user acceptance testing while partnering with design and customer success to build a new company landing page, resulting in a 7% increase in new membership.
- Built the product roadmap and worked with engineering to create an investment education technology product that focused on enhancing the community experience.

Founder

Profolio | Saas | Website creation software for jobseekers | Jan. 2023 - Present

- Performed 100+ user interviews, built the product roadmap, and led a successful marketing campaign resulting in a 200% increase in membership pre-orders within the first month.
- Recruited and led 5-person software development team and shipped MVP in under 1 month, while also leading all SCRUM ceremonies and writing all technical documentation.
- Achieved a 93% on-time delivery rate for the project, by managing project timelines, allocating resources effectively, and proactively addressing potential roadblocks, leading to increased client satisfaction, repeat business, and positive referrals.

Product Owner Intern

The Church of Jesus Christ of Latter Day Saints (EdTech) | Aug. 2022 - Feb. 2023

- Built the Agile processes for the development team leading to over a 60% increase in project delivery rates, as well as cutting the lead time of the project down by over 44%.
- Prioritized and wrote all (100+) functional requirements for the project in Azure DevOps, including building new process for documenting user stories and bugs, leading to the highest satisfaction rates given by the development team from the past year.

Software Engineer

Market Turning Points (Fintech AI) | Lehi, UT | Sep. 2020 - Sep. 2021

- Developed 100+ automated stock market charts for a stock forecasting web application, utilizing real-time finance APIs, proprietary algorithms, and Python scripts.
- Created data pipeline using Python Matplotlib and Pandas packages to transform and clean large amounts of data, resulting in improved data reporting accuracy of 54% for member retention and survey feedback.
- Enhanced onboarding experience for 900+ members by implementing updated UX/UI designs for membership pages and developed new membership courses working with product team.


PROJECTS

- Led SCRUM team of over 10+ software engineers to create advanced neural network that predicts natural disasters in the US. Completed within a 4-month agile timeline.
- Designed and implemented relational database model utilizing MySQL, consisting of 12 tables and over 60 CRUD statements to support a comprehensive Family History database.
- Engineered a high-performance maze-solving application that leveraged concurrent processing and semaphore-based communication to achieve recursive pathfinding.
- Built big data (100+ gigabyte) pyspark project from ideation to launch that produced a robust tool for aspiring restaurant owners to know where to build future locations in the US.

CONTACT

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 [LinkedIn \(Click Me\)](#)

SKILLS & TECHNOLOGY

Skills

Agile | SCRUM | KanBan

A/B Testing | Product Roadmapping

UX/UI Design | Data Analytics

Stakeholder Alignment | GTM strategy

Technologies

DevOps | Google Analytics

Jira | Confluence | Figma

SQL | Python | MySQL

R | Firebase | PySpark

Microsoft Office | Databricks

EDUCATION

Brigham Young University - Idaho
July 2019 - July 2023

Computer Science | GPA: 3.9
Emphasis in Machine Learning

President of Artificial Intelligence Society | Mar. 2021 - November 2022