

ROBERT VELASQUEZ

PORTFOLIO: thisisrobv.com/portfolio.html
(210) 859-9200 • thisisrobv@gmail.com

January 2014 - April 2016

BitTorrent Inc., Senior Product Manager

Project Maelstrom is a Chromium-based browser project that enables censorship-resistant distributed Web publishing by utilizing the BitTorrent and DHT protocols.

- Private Alpha in 8 months, Public Beta in 12.
- Led conversations with key partners such as Microsoft, Yandex, Google and Adobe.
- Grew user base to 300k MAU.
- Tracked key metrics via Tableau and built internal dashboard to track user engagement.
- SCRUM team size grew from 3 to 12.

2013 - 2014

Awesomatic, Founder

Awesomatic is an in-app customer service tool that fosters conversations between your customers. Built to leverage your customer base to reduce customer service inquiries.

- Generated 2.5k signups pre-launch.
- 2013 Brandery Accelerator class, a seed stage startup accelerator that leverages the expertise of the Cincinnati region, namely branding, marketing and design.
- Wrote initial MVP in Python, leveraging natural language processing.

2012 - 2013

Storenvy, Product & Design Lead

Storenvy is an e-commerce platform consisting of an online store builder and social marketplace, with over 65k merchants and millions of products listed.

- Grew from 9k merchants to 30k.
- Implemented new product development processes, shipped two key new products.
- Led relaunch of our marketplace on web and mobile web.
- Culminated in company securing \$5m in Series A funding led by Intel and Spark Capital.

2011 - 2012

BitTorrent Inc., User Experience Developer

BitTorrent Inc. develops the most popular torrent client uTorrent, with over 100 million users.

- User experience lead on multiple project, spanning mobile, CE and desktop web.
- Shipped key products including BitTorrent Live and BitTorrent Content (now BitTorrent Bundle).
- Created internal PTO and expense reporting system during an internal that was used for over 3 years.

2009 - 2011

Freelance Consultant

- Emphasis on the mobile web, taking several clients from concept through to development.
- Involved with planning and user experience for two early stage startups through launch.