

# ROBERT VELASQUEZ

**Data driven product manager focused on user experience and design.**

PORTFOLIO: [thisisrobv.com/portfolio.html](http://thisisrobv.com/portfolio.html)  
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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.
- Wrote data processing scripts to track engagement .
- SCRUM team size grew from 3 to 12.
- Established user testing process, interviewed 100+ users.

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 projects, 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 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.