



FALKO MÖLLER

SUMMARY

Experienced product manager and UX researcher who is strategic, analytical, hands-on and customer-centric. Managed complete product lifecycles and collaborated with high caliber teams of designers and developers to deliver products with seamless user experience. Passionate about agile and collaborative environments to manage, motivate and guide teams to success.

WORK EXPERIENCE

Senior Product Manager Since 08/2016

Sparwelt GmbH (Mediengruppe RTL)

Spearheaded & launched a customer retention program, increasing signup rate by 2000% & retention rate by 500%

Led process improvement efforts to coach the teams through the agile transition into scrum/kanban methodologies

Effectively managed the A/B testing pipeline, executing >50 tests on 4 different platforms with Optimizely and Google Optimize

Re-architected multiple older JIRA projects in order to improve the workflows of several teams inside the company

Product Manager 01/2016 - 06/2016

Mister Spex GmbH

Reworked the product filter system for desktop, mobile and offline, increasing the add-to-basket rate by 15%

Owned the A/B testing roadmap by orchestrating board meetings, executing complex test scenarios and evaluating the results

Product Manager 11/2014 - 12/2015

6Minutes Media GmbH

Held full responsibility as product lead, managing multiple remote scrum teams for various international products

Launched and operationalized a classifieds community platform

Collected user feedback via various methods, such as user interviews & tests, surveys and prototype testing

Product Manager 02/2014 - 11/2014

Bonnyprints GmbH

Planned and executed all testing related user stories for the scrum team, increasing revenue per visitor by 27%

Supported the PM lead creating & advocating the product vision

SEO Manager 05/2012 - 01/2014

Bonnyprints GmbH

Identified & monitored relevant measures to improve the website's visibility

Administered the content team creating new landing pages in order to acquire more relevant search traffic

EDUCATION

04/2010 - 03/2012 Computer Science and Media Bauhaus University Weimar

10/2009 - 03/2010 Human-Computer-Interaction University of Siegen

10/2006 - 09/2009 Computer Science and Media Anhalt University of Applied Sciences

LANGUAGES

German, native English, advanced

STRENGTHS

Observant Product Management

Analytical Agile Methodologies

Technical User Experience

TOOLS

JIRA HTML/CSS Balsamiq

Optimizely jQuery Analytics

Tableau Javascript Trello

CERTIFICATIONS

(Lean) Management 3.0 Certified

Certified Scrum Product Owner

Certified Conversion Boosting Expert

Optimizely Platform Certified

Bachelor of Science - Computer Science and Media

CURRENT PROFESSIONAL RESEARCH

Theory of Constraints, Lean Management, Vue.js