

Stephen Chisa

Product Manager

Experience

Product Manager // GenRocket

June 2016 - Present / San Francisco, CA

- Long term product strategy and direction with detailed roadmap planning for each quarter
- Continually conduct user and stakeholder interviews to inform product roadmap and marketing strategy
- Redesigned company website to decrease the bounce rate by 14% and increase the session duration by 77%
- Established remote engineering team process with regular stand-ups and bridged business development and engineering efforts through product strategy sessions and quarterly reviews
- Designed a tutorial portal that has been pivotal in scaling and streamlining the onboarding of new users while significantly lowering the total cost spent per new user
- Increased lead generation by publishing white papers, reports, and blogs

Program Manager // Microsoft PowerPoint

August 2013 - April 2016 / Mountain View, CA

- Owned and shipped the following features for PowerPoint Online: improved text editor fidelity, spell check, shapes, hyperlinks, font grow/shrink, vertical text alignment, line spacing and justified text
- Ship driver and customer feedback driver for PowerPoint Online, PowerPoint iOS, and PowerPoint Mobile
- Led accessibility improvement effort for PowerPoint GUI and PDF export
- Maintained relationship and collaborated with development team in China and India for PowerPoint Online and PowerPoint on Android
- Created competitive analysis reports to improve backlog prioritization

Product Management Intern // GenRocket

January 2013 - May 2013 / Needham, MA

Product Management Intern // CustomMade Ventures

May 2012 - August 2012 / Cambridge, MA

Digital Marketing Intern // Babson College Digital Marketing

March 2012 - August 2012 / Wellesley, MA

Mentor // Foundations of Management & Entrepreneurship

September 2010 - May 2013 / Babson College

Co-Author // From Ideas to Action: A Guide for Young Entrepreneurs

January 2011 - May 2013 / Babson College

Education

Babson College 2013 // Babson Park, MA

Bachelor of Science in Business Management | GPA: 3.42

Olin College of Engineering 2013 // Needham, MA

Engineering Design Certificate | GPA: 3.70 | Design Nature, User-Oriented Collaborative Design, and Real Products, Real Markets

RISD Summer Institute of Graphic Design 2011 // Providence, RI

Type + Image, Web Design, and Data Design

Babson BRIC Study Abroad 2011 // Russia, India, China

Focused on the connection between culture and business in Russia, created a market analysis report for a product to help street food consumers in China, and helped rehabilitate former child slaves through art, games, and teaching in India.

About

Contact

📍 San Francisco, California

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Portfolio

🌐 stephenchisa.com

Tools

Sketch

Balsamiq

Ethnio

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Camtasia

Google Analytics

Google AdWords

HTML/CSS

Javascript

Java