

# SERGE LOBATCH

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## Education

**Brown University** *Providence, RI — A.B. Cognitive Science, 2012*

GPA: 3.6 / Concentration GPA: 3.7

Relevant Coursework Includes: Mechanisms of Motivated Decision Making, Quantitative Methods in Psychology, Human Cognition, Perception and Mind, Programming with Data Structures and Algorithms

**Stuyvesant High School** *New York, NY — 2008*

## Relevant Experience

**Product Manager, Knotable** *New York, NY, April 2014 – Present*

Managed a remote team of 20 engineers and designers in the development of web, Android, and iOS applications and a Chrome extension for a communication and collaboration platform built on the Meteor framework. Designed UX/UI for web, Android, email, marketing pages. Implemented internal analytics. Wrote and sent drip campaigns and weekly product emails. Started and managed blog which reached 100,000+ MAUs after 3 months. Created video, visual, and written marketing content. Coordinated social media profiles.

**Business Dev. & Marketing, Experiences Unlimited** *New York, NY, December 2012 – April 2014*

Devised new gamified experiences. Managed three client accounts, tracking developers and designers, while addressing client needs. Crafted sales proposals and business development strategy. Researched and contacted leads. Planned, wrote, and designed email marketing, social media, and digital marketing campaigns. Organized EGFNYC, an industry conference of 80 attendees, securing 26 speakers, sponsors, and leading event marketing. Assist president in all matters.

**Market & Product Research, Radico Inc.** *New York, NY, December 2013 – February 2014*

Researched online marketplace solutions across various industries and evaluated their fit for pilot development based upon traffic, revenue from sales, and product characteristics. Investigated competitive advertising solutions. Developed customer research screener and social media strategy for recruiting participants.

**Producer, Production Workshop Theater** *Providence, RI March 2009 – May 2012*

Served on a 15-member production board responsible for selection and production of an annual 9-show season and two black-box theater spaces. Mentored artists in the spaces and oversaw productions in creative, technical, and logistical capacities. Managed the smaller black-box theater with a lottery-based season. Allocated grants funded by the Open Jar Foundation.

**UX Research Intern, IAC/InterActive Corp. (InstantAction)** *New York, NY July – August 2009*

Designed, scheduled, conducted, and analyzed qualitative usability research for InstantAction's "PlayLegions.com" Facebook application. Reported to the Director of Art & Design with insights and conclusions.

**Programming Intern, IAC/InterActive Corp. (InstantAction)** *New York, NY July – August 2008*

Assisted in unit-testing back-end of InstantAction.com, provided quality assurance, and promoted the InstantAction brand and products on various social networks including Facebook and Twitter.

## Other Experience

**Carpenter, Spaeth Design Inc.** *New York, NY October – November 2012*

Constructed, assembled, and installed holiday window decorations for New York department stores.

**Technical Assistant, Brown University Theatre Department** *Providence, RI October 2008 – May 2012*

Constructed sets and implemented theatrical lighting and sound designs for over 20 productions.

**Carpenter & Set Designer, Buck's Rock Arts Camp** *New Milford, CT June – August 2011*

Constructed and designed sets for fourteen shows in eight weeks with a team of three other carpenters.

## Skills

### Key

Product Management. UX/UI Design (Web and Android). Front-end development. Email Marketing. Social media marketing & advertising. Analytics. New product development. Market research. New media production and management. Gamification. Writing (Web & Email Copy, Blogging, Proposal, Creative). Organization and scheduling. Client-facing communication.

### Computer

Mac OSX, Unix. Office Suite (including Excel). Adobe Creative Suite (Photoshop, Illustrator, InDesign). Sketch. HTML/CSS/SASS. Javascript. Meteor. MongoDB. Jekyll. Bootstrap. Wordpress. Shell scripting. AWS. Github. Mixpanel. Google Analytics. CRM.

### Languages

Fluent in Russian and English.

## Interests

Music production, theatre, gadgets & technology, scuba-diving, brain sciences, photography, cooking.