

## Tripadvisor

Director, Site Experience

Jun 2013 – Mar 2016

Created and led the Site Experience team, improving how travelers navigate and experience the site and apps, managing seven reports, two managers & 30+ engineers across 3 offices.

Led a refresh of high-traffic SEO pages, resulting in 6x engagement increase with key brand features through UI and UX optimizations.

Led the redesign of photo and map experiences, resulting in a 100% increase in interaction rates and an increase in revenue.

Developed and launched faceted search, resulting in a 30% increase in navigation success and a reduction in landing page bounces.

## Online Buddies

Director, Product & UX

Jul 2005 – Jun 2013

Established and developed the PM practice, resulting in core product growth, successful integration of acquisitions and public health partnerships, supporting 6M+ members worldwide.

Built and led the PM, design, and research capabilities to support international expansion and product line development.

Decreased paid subscription churn by 15% by improving profile discoverability, communication channels, and notification strategies.

## Education

B.A. Computer Science (2005)

University of Rhode Island

"Pretty good with computers"

—Tim's mom

## Mantra

"Clarity over comfort"

**Sometimes it can be hard to speak up**, especially when the pressure is on or anxieties are high. These are precisely the times to take a deep breath and push through the discomfort to make yourself heard.

Like most things in life, this is a learned practice—one I strive to develop in myself and bring to the teams I support.