

# NINA VYEDIN

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*Senior product leader with technical skill and 10 years of experience building technology for everything from startups to presidential campaigns.*

## SKILLS

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- Product Management – product strategy, research, user experience, wireframing, road mapping, A/B & multivariate testing, analytics, user testing, pre/post launch execution, Agile/Scrum, JIRA
- Leadership – building and leading resilient teams, strategic direction, problem solving, focus & goal orientation, hiring and mentoring talent, leading by influence, B2B and B2C experience
- Technology – data analysis (SQL, R, Tableau), Python, JS (React), HTML/CSS, C#/.NET, iOS/Android, git

## EXPERIENCE

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### **Microsoft • Senior Software Engineer\***

*04/2020 – Present*

- Transforming emerging technologies into products for AI and machine learning at Microsoft, in what is functionally a **Senior Technical Product Management** role for special projects.

### **Warren for President • Product Manager, Organizing Technology**

*06/2019 – 04/2020*

- Awarded Microsoft's prestigious civic leave opportunity and joined Elizabeth Warren's presidential campaign as the first campaign product manager.
- Launched 6 new products in < 9 months and reimaged the digital experience for volunteers. Converted engagements from texts, calls, and web visits to 25k event signups per week at the height of election season.
- Designed the product management hiring framework and recruited excellent PMs and engineers to build the best tech team in politics.

### **Microsoft • Product Manager, Senior Software Engineer (Team Lead)**

*06/2016 – 06/2019*

- As a product manager during Microsoft's acquisition of Xamarin, oversaw transition of key parts of the product to Microsoft's Agile development cycle and data-driven planning process.
- Joined the engineering team in 2018 to hone my technical skills. Grew from individual contributor to lead with direct reports and was one of 5 women in an engineering organization of 100+.
- As team lead on a consumer-facing product with 10k+ weekly active sessions, slashed average download time in half and grew customer install success rate by 25%.

### **Xamarin • Product Manager**

*08/2011 – 06/2016*

- As the first product manager at a mobile-focused startup, committed fully to the team and mission and helped grow the Xamarin Platform from pre-Series A through a successful acquisition by Microsoft for >\$400 million.

## EDUCATION AND CERTIFICATIONS

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### **Vassar College • BA**

*2011*

### **Harvard Division of Continuing Education • Certificate in Data Science**

*2019 - Present*