



West Vegh

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SUMMARY:

Experienced product manager with a demonstrated history of solving customer problems. As the liaison between all facets of the company organization, I've developed a strong passion for building customer-first products from ideation to launch through all aspects of product development. Well versed in Agile/Scrum methodology, I've led front end and backend teams to build out and optimize a wide range of initiatives.

EXPERIENCE

PRODUCT MANAGER, ACORNS • 2015 - 2018

- △ Led extensive experimentation around reg. flow optimization and referral campaigns to deliver a 2.5x increase in referral acquisition
- △ Managed the complete redesign/recode of Acorns web registration (signup.acorns.com), which resulted in +30% 'registration complete', +20% 'bank linked', and a +100% 'initial investment \$ amount'
- △ Led the development effort of the Acorns Gift Card acquisition channel
- △ After understanding users' pain points and areas of confusion, I spearheaded the effort to provide start-to-finish investment and sale tracking. This decreased our user chargebacks by 20%
- △ Worked cross-functionally to build the Acorns Found Money Chrome Extension, allowing Acorns customers to earn Found Money rewards outside of the mobile and web apps (acorns.com/chrome-extension/)

SUPPORT SUPERVISOR/OPERATIONS, ACORNS • 2014

- △ Developed a deep sense of empathy for our customers
- △ Focused on improving conversion rates, reducing churn, and increasing the lifetime value of customers
- △ Used SQL and other analytics software to help the department respond effectively to specific issues

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA • 2014

B.A. Economics, Dornsife College of Arts, Letters, and Sciences
Minor Business Law, Marshall School of Business

FINRA – Financial Industry Regulatory Authority • 2015

Series 7, General Securities Representative Exam
Series 66, NASAA Uniform Combined State Exam

Harvard Business School Online • 2015

CORE: Credential of Readiness

- △ 120-150 hour certificate program on the fundamentals of business from Harvard Business School

ADDITIONAL SKILLS

- △ SQL, HTML, CSS, Atlassian JIRA, Sketch
- △ Google Apps, Excel, Word, PowerPoint, Keynote, Salesforce, Desk.com

Thank you for your time. Let's build cool things together!