David Fein | Product Manager / UX

ABOUT ME

Product Manager with over 10 years experience scaling two successful NYC startup-owned web & mobile UGC products for both B2C and B2B that went on to be acquired.

CONTACT

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EDUCATION

University of Michigan
Ann Arbor, MI - 9/09 - 5/13
GPA 3.814

BA with Distinction
Informatics - Social Computing

BA with Distinction
Creative Writing and Literature

SKILLS

Roadmaps, Sales Enablement, Release Marketing, Sketch, InVision, Usability, User interviews, Competitive Analysis, Surveys, A/B testing, Google Analytics, Mode, Pendo, DOMO, MixPanel, SQL, Periscope, Kanban, Agile

WORK EXPERIENCE

Manager, Product Manager; Group Product Manager

Bazaarvoice   /   New York, NY   -   September 2020 to present

• Support post-Curalate acquisition product, marketing, and enablement efforts, ramping up global team to deliver a cohesive go-to-market story to our clients.
• Define and set product vision and goals, via an OKR framework, to deliver market leading solutions that leverage visual social content.
• Collect direct feedback from the market to iterate on new visual and social content package positioning and feature requirements.
• Lead team of product, design, and engineers to strategize, plan, deliver, and report on client-facing roadmap to support business objectives.
• Delivered a roadmap of features that improved stickiness of our core persona, increasing multi-channel adoption of our social publishing workflows by 60%.
• Identify and address inefficiencies in planning processes, cross-team communication, marketing and training efforts.
• Interview, coach, and manage new PMs to inspire best practices in product discovery research.
• Support leadership team in researching, identifying, and assessing new M&A opportunities.
• Lead client-focused roadmap for integration following Affable acquisition to accelerate new unified vision to empower clients with enhanced creator discovery and full-funnel reporting.
• Establish and grow key partnerships with Meta and TikTok to iterate on shared roadmap opportunities to empower clients to drive conversion.

Senior Product Manager

Curalate   /   New York, NY   -   June 2018 to September 2020

• Led team of engineers using agile to maintain focus on key product development milestones.
• Strategized, scoped, launched, and reported on user-facing product roadmap to achieve key quarterly business objective results, such as relaunching competitive Influencer products that resulted in a 45% increase in monthly active clients and a 180% increase in monthly visits.
• Validated product features and priorities by collecting market feedback through competitive research, client surveys, user interviews, and cross-team collaboration.
• Trained sales, account manager, and customer experience teams on new products' value, functionalities, and rollout plan to boost client awareness and adoption.

Product Manager; Senior UX Strategist

Influenster   /   New York, NY   -   November 2013 to June 2018

• Researched, proposed, designed (UX), managed, and A/B tested all user-focused products, effectively growing the overall community from 300K users to over 4MM.
• Managed internal and outsourced developers for user-facing products, implementing Kanban methodologies to speed up product approvals and increase efficiencies.
• Collected and analyzed all user engagement analytics on the platform using SQL to strategize initiatives to achieve quarterly platform goals.
• Consolidated our analytics tools to better visualize and democratize user engagement data to empower internal team and external investors.
• Led UX overhaul of platform redesign, prototyping for mobile web, desktop, and app resulting in 26% increase in MAU and 300% increase in daily user generated content.
• Oversaw Android/iOS app launches, resulting in a 17.1% growth in screen views, a 72.8% growth in average screens per session, and a 5-star rating on the app store.