Whitney Robinson

Sr. Product Manager, UX Researcher

I enjoy working with tech companies, primarily women owned social impact like The Folklore, from ideation to MVP and beyond, to apply and accelerate design principles to create products users enjoy. It's all about the simple impactful wins for me.

EXPERIENCE

Product and Behavioral Strategy Consultant

Aug 2017 - Present

- Led product development (all stages) with distributed teams.
- Guided product development through creation of roadmaps, OKRs, KPIs
- Improved usability through creation of user research and synthesis of insights
- Coached founders and relevant stakeholders on prioritization models that satisfy business goals.
- Increased team morale through clear requirements docs, standups, frequent cross functional team collaboration
- Created systems to capture and prioritize bugs, user requests, and product features
- Increased internal product visibility through establishment of analytical tools

Sr. Product Manager, Onboarding and Growth

Abstract Apr 2019 - May 2020

- Prioritized team culture as evidenced by improved team experiences through feedback
- Developed and lead qualitative research to understand problems experienced by self-service and enterprise (B2B) customers
- Identified key OKRs to tackle activation and expansion, as well as collaborated with team to prioritize work in Jira
- Improved inbound new user experience evidenced by a 2x-3x increase in invitations to org

Founder, Head of Product

The Renée Jan 2019 - Present

- Led facilitation of design-thinking "jam sessions" to identify maternal health pain points as experienced by women of color
- Established a community of WOC who have tools to see positive change in their respective communities as it relates to maternal health
- Saw a 100% satisfaction rate in jam session participants
- Planned and executed research techniques, including journey mapping, story telling, and 'How Might We's'
- Realized impact through mindset shift

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SKILLS

E-commerce End-End Agile Development End-End Product Lifecycle Social Impact Strategy User Experience Research Vendor Onboarding Drop-shipment strategy Usability Testing AB Testing Product Marketing Strategy Go-to-Market Plan Cross Functional Teams Human Centric Design Growth Strategy Data Analytics Product Design Concept Store Creation Entrepreneurship B2B B2B2C B2C

EDUCATION

Shape/Build

Dec 2017

Product Design

Bachelor of Science

Duke University

May 2008

Computer Science

Founder & Ecommerce Product Manager, Dev.

Jan 2012 - Present

- Built, managed and maintained shop site including uploading products and merchandising
- Managed order fulfillment pipeline, including customer communication, packaging, and follow-up
- Lead product placement in brick-and-mortars in 4 states, and 3 e-commerce sites
- Lead consumer research though surveys and popup shops in order to improve products and experiences
- Developed effective partnerships with suppliers, with a focus on sustainability
- Built brand with coverage from Gap, Kiplinger Magazine, Southern Living, NY Fashion Week, and Duke Magazine