

Whitney Robinson

Product Manager, User Advocate

A dream space for me is the intersection of technology, innovation, and quality experiences. I enjoy thoughtfully solving real world problems across diverse mediums including gaming, fashion, and the social change sector.

EXPERIENCE

Product Manager, Onboarding and Growth

[Abstract](#) Apr 2019 - Present

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

Product Designer, Founder

[Freshly Given](#) Jan 2012 - Present

- Led end-to-end ideation, prototyping, and launch of handmade leather products with a 2x increase in avg. purchase value over 6 months
- Researched and understood competitor brands in order to provide high quality products that received positive press coverage from Kiplinger Magazine and Duke Magazine
- Quadrupled product placement to include 4 states with 3 brick-and-mortar locations and 3 online eCommerce sites within a year
- Integrated customer experience metrics and qualitative research to make pivots in design, reducing labor and material's cost by 50% and raising the quality of end products

Web Designer, Developer, PM

[Freelance](#) Jan 2011 - Present

- Established roadmaps based on the vision set by stakeholders to produce a web presence across genres such as Health, Science, Hospitality, and Art
- Strategized through roadblocks to ensure the client's web presence capitalized on retention (i.e. subscriptions)
- Conducted A/B testing to understand where customer engagement met KPI's and where sites were failing

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SKILLS

Agile
Human Centric Design
Critical Thinking
Prototyping
Analytics
Entrepreneurship
Strategic Planning
HTML/CSS
WordPress
Product Design
User Research
UX
Sketch
Remote

EDUCATION

Bachelors of Science

[Duke University](#)

May 2008

Computer Science

Intensive

[Shape/Build](#)

Dec 2017

Product Design