

Whitney Robinson

Facilitator, Product Manager, People Person

A dream space for me is the intersection of technology, innovation, and quality experiences. I enjoy thoughtfully solving real world 'people' problems across diverse mediums.

EXPERIENCE

Product Manager, Onboarding and Growth

[Abstract](#) Apr 2019 - May 2020

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

Founder

[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
- Planned and executed research techniques, including journey mapping, story telling, and 'How Might We's'

UX Consultant

Aug 2017 - Apr 2019

- Audit online and mobile experiences related to customer flow and acquisition utilizing heat maps and analytics
- Conduct user research in order to better understand the pitfalls in user experience
- Create reports that guide stakeholders (CEO, CMO, CFO, etc.) on best practices to improve and expound upon current systems

Founder & Ecommerce Product Manager, Dev.

[freshlygiven](#) 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 through 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

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The-Renee.com

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SKILLS

Agile
Facilitation
Human Centric Design
User Experience Research
Growth
Data Analytics
Entrepreneurship
Strategic Planning
HTML/CSS
WordPress
Product Design

EDUCATION

[Shape/Build](#)

Dec 2017

Product Design

Bachelor of Science

[Duke University](#)

May 2008

Computer Science