

Jesse Richards

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272 1st Avenue #10D, New York, NY 10009

Executive-level Product Leader dedicated to user-first product strategy

Product executive with an entrepreneurial mindset and a record of tackling big problems with powerful, inspiring product strategies. I've led Product at 4 early-to-mid stage technology companies, ranging from B2C products to B2B SaaS. I love connecting market and user clues into a thoughtful long-term vision and goal-oriented roadmap. Above all, I'm passionate about leading, mentoring, and empowering high-performing teams that launch products, help users, and drive results.

VP, Product • Voxy

2019–present

- Excited to lead product direction for this innovative B2B SaaS English language learning company with global reach.

Head of Product • Tinybeans

2017–2019

- Built out new product/design/engineering/data team of 15 in NYC for this Sydney-based baby journal consumer app
- Grew userbase from 1.75M to 3M, with MAU increasing from 650k to 1.1M
- Drove user research that expanded the core value prop — from baby photo-sharing app to robust digital family album
- Reoriented iOS app around new activity feed, driving ad revenue and usage of all features. Also grew Android & web platforms
- Rebuilt photobook flow, increasing conversion by 2x and printing margins by 2.15x, resulting in 3.3x quarterly revenue YOY

Director of UX • Grovo

2015–2017

- Drove intensive 6-month research project of workplace learning efficacy for this B2B SaaS workplace learning platform
- Derived an industry-disrupting new direction, moving up to lead entire Product team to recreate Grovo's product
- Also partnered with Content team to meld tech with a new educational direction into a proprietary "Grovo Method"
- Worked closely with cofounder to rejuvenate Product–Engineering team into a collaborative agile culture
- Created new UX group to infuse user-centric design thinking, user testing, client research and design sprints into the company

Director of UX • Vitals

2013–2015

- Redesigned & prototyped the Vitals B2B white-label healthcare platform that powers health sites reaching 23M patients
- Re-imagined the B2C side of the business, with mobile and desktop products providing health resources centered on locale
- Coordinated a corporate brand refresh & introduced modern consumer design standards into a traditionally staid industry

Director of Product • Wyng (formerly Offerpop)

2012–2013, and 2017

- As first Product hire, built out Product team for this startup building social media promotion software
- Steered product direction from a collection of disparate social plug-ins to a robust platform of innovative social analytics
- Pioneered additional Facebook, Twitter, and Pinterest-based mobile products
- Brought on again in 2017 as a consultant for a product expansion into a UGC marketplace

Director of Product • Proust, an IAC company

2010–2012

- Launched a new web app within the IAC family of companies, a private social network to share your life story with family
- Drove overall product strategy and direction, with fast iterative pivots to find product-market fit
- Innovated personal timeline of your life and personal travel map (before Facebook launched similar products)
- With a beautiful storybook interface, was named one of TIME Magazine's Top 10 web sites of 2011

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Product Manager • Meetup

2007–2010

- Led Acquisition scrum team for this well-known offline-groups tool
- Streamlined sign-up flows, implemented Facebook Connect and social sharing, and built tools for in-person group materials
- Led full site redesign & front-end code refactor, necessary for individual group personalization
- Managed recreation of automatic scheduling of recurring meetups. Hit 29% adoption rate within first two months of launch
- Owned company product usage analytics, identifying behaviors and insights using Omniture and proprietary tooling

VP, Production • Need2Know Inc.

2002–2007

- Started as UI Developer for this startup web design agency serving hundreds of clients
- Moved up to Creative Director and then again to VP, Production, managing all client projects
- Oversaw project management and production, leading a team of designers and engineers, locally and remote
- Met with clients in diverse industries, collaborated on project strategy and features, wrote proposals and estimates
- Designed custom proprietary internal project tracking tool

Expertise

- Product strategy, innovation, forecasting, strategic planning, product & company roadmaps, presenting a product vision
- Executive leadership, mentorship, hiring multidisciplinary teams, cross-departmental collaboration, experienced public speaker
- Product requirements, budgeting, project management, Jira, Trello, Lean process, Agile, Scrum
- UX, user research, interviews, user testing, data analytics & analysis, A/B testing, data visualization
- Product design, prototyping, IA, wireframes, HTML, CSS, Sketch, Adobe suite

Credentials

- BA, Drew University, NJ, focus in Fine Art / Nonfiction Writing; Editor, university newspaper and literary magazine
- Author, *The Secret Peace: Exposing the Positive Trend of World Events*, 2010 historical nonfiction book with 4,000+ sources
- Started the Central Park Sketching Meetup to gain user insight while working at Meetup. (www.meetup.com/sketching)
Continue to lead what is now one of the largest art meetups in the world with 7,000 members
- Member, American Mensa
- Quora Top Writer 2018

Recommendations

"Jesse's fast pace and diligent work ethic set the bar for myself and our team. He has a collaborative process that ensures full-team buy-in and doesn't miss a detail. I never miss an opportunity to sing Jesse's praises and am thankful for having him to lean on as we built Proust from the ground up."

Tom Cortese
Co-Founder, Proust
COO & Co-Founder, Peloton

"Jesse is an outstanding product leader who can look across the entire business and grow the business performance. I also admire Jesse's ability to think on the business and create roadmaps aligned to the vision. His positive attitude and easy-going nature allow for a relaxed and fun relationship — but never at the expense of results."

Eddie Geller
Co-Founder & CEO, Tinybeans

"Bringing his deep UX expertise and human-centered methods, Jesse really stands out as a great team player and leader. He voices his point of view directly while balancing feedback and finding common ground to move forward. He's a pleasure to have on any team."

Orlena Yeung
Chief Product & Marketing Officer,
Vitals