

Desirai Sweder

Product / Project Manager

Personal Info

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Skills

Product Leadership**Product Planning & Value Models****UX Design****Data Science**

Software

Project & Product Management |

Product Board, Aha! Trello, Asana

**Software Development** | Jira,

Confluence, Clocking It & Red Mine

**Design & Wireframing** | Sketch,

Invision, Balsamiq

**Customer Onboarding** | Intercom,

Customer.io, Crisp, Drip

**Analytics** | Google Analytics & Data

Studio, Hotjar, Optimizely, Segment

**Team Communication** | Slack,

Mattermost, Skype, Zoom



Versatile Product / Project Manager with 7+ years professional experience

Highly effective Product /Project Manager Hybrid with 3+ years leadership experience in SME's & Start-ups managing cross- functional teams in Asia, North America & Oceania. Seeking to leverage leadership, strategy and organizational skills to help businesses.

Relevant Skills

- Led 7 cross-functional teams in **Ecommerce** (Analytics, Email, Education, Research, Merchandising), **Fintech** (Identity & Compliance, Blockchain) & **Music** sectors
- Successfully **launched 6 products** with 1 currently in Beta
- **Improved UX measures by at least 75%** with each company I worked with, developing systems with a combination user interviews, UX testing, automated feedback cycles, ideation cycles to better validate ideas before development

Product / Project Leadership Experience

Aug 2017 - Lead Product / Project Manager

Feb 2019 *Doubledot Media*

New Zealand

- Guide core product team on product initiatives like OKRs, data driven decision making and process improvements, some of which resulted in an **increase of our Supplier outreach conversions by 250%**
- My product focus in the organization is on strategic development of adjacent markets - **responding to a 15% increase in a growing user segment by driving development of a new tool (currently in Beta)** through market research, lightweight tests and MVPs to validate and evaluate the idea and market.
- Implemented ideation plan, which **drove 45% more ideas from employees** than previous periods.

Jan 2018 - Director of Product

Jul 2018 *SelfKey & KYC-Chain Ecosystem*

Hong Kong

- Led product strategy for identity start-up that raised 21.5 million in ICO
- Implemented LEAN product planning to better manage and track progress across our projects which culminated in the **first major release of their flagship identity product which saw a 500+% increase in token value.**

Jan 2017 - Chief Product Officer

Jun 2017 *AMZ Tracker*

Shenzhen, China

- Launched 4 new Amazon-centric SaaS software products over 4 months.
- Hired 3 Product Managers, managing 6 products with **revenues of over 6 million a year.**
- Monitored and tracked deliverables from development, design, QA, Marketing and Support team members that **helped facilitate a turn-around from crippling churn numbers that were increasing almost 10% weekly to a return to positive growth.**

Education

2018 **Lean Product Management Workshop** | Itamar Gilad (ex-Head of Growth at Google) & Jeff Gothelf (Lean UX)

2017 **UX Design Certificate** | General Assembly

2013 B.Commerce Major: **Finance & Management** | Saint Mary's University

References

David Hehenberger, Founder

Merchant Metrics & Fat Cat Apps

"Desirai has consistently shown initiative, drive and creativity when approaching problems. She helped create new processes and scale Merchant Metrics to accommodate the substantially larger and more diverse AMZ Tracker customer base."

Rachel Mazza, Managing Director

SEO Conversion Content & RM Media & Marketing

"While I admire and respect her deep commitment to expertise and specialization in product management and team management – I would gladly CREATE a new position simply to hire Desirai on my team."

I can say with confidence that Desirai was the single most versatile, effective and results-driven manager on our team. She created a clear roadmap for our products and integrated her executable plan seamlessly with the marketing, development and executive teams."

Terry Lin, Product Manager

AMZ Tracker & SelfKey

"Even as our resources were spread thin, we were still able to work together and get new features shipped, bugs removed, and quality improvements in the product roadmap."

She is reliable, capable, and highly responsive when it comes to team communications, and executes on a very high efficiency when it comes to getting things done."

You can find all of the above on LinkedIn with credentials. I can provide contact details for any additional references you need.

Product / Project Management Experience

Jan 2018 - **Senior Product / Project Manager**

Jul 2018 *KYC-Chain*

Hong Kong

- Developed initial Product-Market fit for KYC-Chain (a fintech startup in the compliance sector) assisting crypto companies to run Know Your Customer (KYC) processing for their ICO's.
- Drove integration with 3 best-in-class services that **increased our coverage to global**, allowed us to break into the corporate market and build in automation into the platform.
- Decreased the time to process a KYC application by **automating 50% of the KYC application process**.

Jun 2016 - **Product / Project Manager**

Jun 2017 *Merchant Metrics*

Hong Kong

- Worked with CTO to scale infrastructure to support an **Increase of our user base from 100 to 8000 users over three months** for our Amazon Seller Analytics platform.
- **Improved UX measures by 75%** through increased user feedback collection, synthesis of solutions and more frequent iterations to meet customer needs.
- Led a dedicated 5-person development team to ensure a rigorous quality standard for releases in a timely manner.

Jan 2016 - **Product / Project Manager**

Aug 2016 *Amazooka*

Hong Kong

- Developed a strategy to spin-off a small email feature of our platform into **a stand-alone product which was later acquired for \$100,000**
- Designed onboarding system while at Amazooka that was adopted and rolled out across the product suite of the company that acquired our email product.

Corporate Experience

2014 - **Promotions Analyst**

2016 *MacDonald's Consolidated (Sobeys)*

Canada

- Designed Margin Analysis & Movement tool to empower category managers to manage margins for increased profitability of the wholesale division. **Implementation saw a 5-point increase in profitability**
- Liaised between Sobeys Transformation and Category Management teams of 10+ people to redevelop the promotional program and processes to fit the Business Unit's unique needs.

2013 - **Pricing Analyst (Marketing)**

2014 *Husky Energy*

Canada

- Developed strong attention to detail and accuracy while advancing competencies in pricing system analysis, database management and reporting for transfer, supply, contract, channel and customer fuels pricing

2012 - **Price Book Analyst (Marketing)**

2013 *Husky Energy*

Canada

- Balanced competing priorities and expanded skill base in Corporate Communications and Promotions participating in ad-hoc projects inclusive of aiding in the planning of the Husky Charity Golf Classic.