

- TIFFANY LO -

Product Manager [mid-level] | Senior Product Manager | Head of Product

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SUMMARY

Product Manager with over 4 years of experience and a strong 12-year background in technology, including 8+ years as a Software Engineer. Specialized in crafting user-centric products that align with business goals, with a focus on social impact, mental health, and legal-tech industries. Known for a scrappy, emotionally intelligent approach, successfully delivering solutions in startups, NGOs, and for profit companies.

ACCOLADES

- WomenRise podcast 2023 | Guest Speaker: Navigating Activism, Motherhood and Leadership
- United Nations 2019 | Guest Speaker: Addressing Inequalities through Youth Entrepreneurship
- GitHub Universe 2019 | Guest Presenter: Soul Medicine platform & YANA global resource for Chayn

PROFESSIONAL EXPERIENCE

KenCCID, Philadelphia, PA (remote) • Board Member

June 2023 - Present

Revitalizing KenCCID's brand and advocacy for individuals with disabilities through strategic go-to-market initiatives, deeply ingrained with 'I Care' principles. Elevated engagement and refined operations to broaden our impact in the sector.

- Providing governance and strategic oversight to ensure that KenCCID's operations align with its mission to support vulnerable communities.
- Orchestrating a comprehensive rebranding initiative to rejuvenate KenCCID's presence, aligning the organization's vision with contemporary branding strategies to enhance community engagement.
- Collaborating in the strategic planning process, **setting a 5-year vision that focuses on expanding services**, increasing community engagement, and improving operational sustainability.
- Leading the GTM strategy for KenCCID, employing product management methodologies to ensure strategic alignment towards organizational goals.

EverDriven, Technologies, Greenwood Village (hybrid) • Product Manager

Feb 2023 - Present

Fostering B2B/B2C partnerships, enhancing EverDriven's mission for IEP student transport; **uplifted revenue by 25% and internal productivity by 45% in the first 7 months**. Pioneered core feature automation, amplifying client satisfaction and streamlining operations.

- Revitalizing client onboarding through product discovery, **boosting efficiency by 10% and client satisfaction by 75%**, demonstrating a commitment to excellence in customer experience.
- Directing a product feature redesign to **increase successful trips by 35%**, concurrently **enhancing operational efficiency by 10%**.
- Leveraging strategic integrations with top Student Information Systems, facilitating seamless data import and minimizing manual errors, which led to **a 20% reduction in operational inefficiencies** and fortified trust among key educational districts.
- Overhauling the Trip Tracker feature, enhancing real-time monitoring and **reducing user-reported wait times by 15-30 minutes**.

Rocket Lawyer, San Francisco, GA (remote) • Associate Product Manager

June 2022 - Nov 2022

Played a pivotal role as a Product Manager in the 'Ask A Lawyer' product, overseeing and streamlining day-to-day operations within the product team, conducting extensive market research and competitive analysis, formulating strategic plans to guide product development.

- **Accelerated revenue growth by 35%** through the development of a comprehensive product roadmap and prioritization strategies, grounded in end-user stories, customer insights, user interviews, and market data.
- Effectively **elevated the 'questions-asked' KPI by 10% within the first 3 months post-launch**, by leading comprehensive operations, including the successful rollout of the Mobile Document Interview feature.

BellHopR, Atlanta, GA (remote) • Product Advisor

April 2021 - Present

Championing BellHopR's inception as Founding Product Manager, steering product vision and VC pitches, which laid the foundation for a transformative luggage solution, and transitioned to Product Advisor to mentor the CEO and leverage my network for startup growth.

- Conducted market research, competitive analysis, and customer discovery to determine product **a solution that will impact 75% of travelers**
- Hiring the company's founding cross-functional team to handle the ideation and launch the first iteration of the dual-application

Health Grizzly, New York, NY (remote) • Product Manager

Aug 2021 - Oct 2021

Chosen from over 100 applicants as a top-tier participant in the PMDojo cohort, I co-led Health Grizzly's product innovation alongside the Founder, focusing on a self-directed search feature. My role was pivotal in shaping the Go-To-Market strategy, fostering team synergy, and driving significant market engagement that contributed to a notable uplift in revenue.

- Collaboratively spearheaded the ideation and launch of Health Grizzly's self-directed search feature, **driving a 45% revenue increase by leveraging user stories**, market data, and customer insights to prioritize the product backlog and enhance market fit.
- Directed a team of product managers to achieve critical lifecycle milestones, **ensuring on-time development and launch with a 95% success rate**, leveraging Softr and Airtable for efficient execution and communication.

CHAYN, London, UK (remote) • Tech Lead

Feb 2018 - June 2022

4+ years at Chayn, my tech leadership led to crafting transformative tools and products for survivors. **As Executive Director for 2 cycles**, I spearheaded multiple product roadmaps, **onboarded 15+ volunteers and contractors, mentored 10+ teams**, and embedded no/low-code solutions, enhancing our digital footprint and launching key mental health resources.

SKILLS

Engineering Principles • Design & UX Principles • Product Lifecycle • Market Research • Problem Solving • Scrum & Agile Methodologies • Google Tag Manager • Airtable • Google Analytics • Tableau • Fullstory • Quantum Metrics Power BI • Kanban • Google Suite • Microsoft Suite • Jira / Trello / Asana • Mailchimp • Slack • Survey Monkey Typeform • SQL • PHP • HTML5/CSS3 • Git • Javascript • Markdown • Command Line • Figma • Miro • Mural

EDUCATION

Product Management • PMDojo, Vancouver, BC	2021
Software Engineer • General Assembly, New York, NY	2016
Associate, Graphic Design • The Art Institute of NYC, New York, NY	2008