Jack Henson

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I have a knack for uncovering pain points, a honed design sense, and a natural gravitation towards product and business strategy.

I want to work alongside a group of people whose mission is to save our planet.

EXPERIENCE

Mavrck | Boston

Product Manager | Apr '22 - Present

- Product Owner for a team of eight, our company's largest product development team, representing over $1.2M+/yr in headcount
- Manage the strategy, roadmap, and end-to-end product development process for the Campaigns & Content product lanes - accounting for ~75% of all user facing surface area
- Delivered the company's highest impact project of 2022, Content Deliverable Configurability resulting in 40% adoption rate across customer base after 4 months post release

Sr. Product Designer | Jan '21 - Apr '22

- Lead designer for TikTok Workflow 1.0 API Integration
- Established scalable UX Research process / tooling to generate and store insights for quick retrieval by Product Managers and other R&D Organization Stakeholders
- Identified highest impact user pain point opportunities across the platform and generated buy-in around key projects for 2022 Product roadmap

Product Designer | Aug '19 - Jan '21

- Lead designer for Paypal and Tango Card incentive integrations
- Transitioned Design Org from Sketch to Figma including migration of historical files, branding assets, and creation of first formal shared UI component library

Product Design Lead at Bettle | Boston | Jan '20 - Jun '22

- Generated UX/UI and user acquisition strategy for both season long and daily fantasy products alongside CEO and COO
- Lead Designer for our iOS and progressive web apps

Product Designer at EverTrue | Boston | Apr '19 - Aug '19

- Designed iOS, Android, and web experiences for data integration partnership
- Increased Design maturity through creation of formal design process

COURSES/ CERTIFICATIONS

Reforge | Mastering Product Management | Nov '22 - Dec '22

NoCode MBA | Glide Apps Masterclass | Oct '22

NoCode MBA | Airtable Masterclass | Sept '22

SCRUM Alliance | Certified Scrum Product Owner® (CSPO®) | Jun '22

AJ&Smart | Design Sprint Masterclass | Oct '20

General Assembly | User Experience Design Immersive | Nov '18 - Feb '19

EDUCATION

Northeastern University | Boston | Sept '11 - May '16

BSc. in Business Administration: Entrepreneurship & Innovation

Reykjavik University | Reykjavik, IS | May '12 - Jun '12

Geothermal and Hydropower plant research through the Iceland School of Energy

TOOLS

JIRA | Airtable | Glide Apps | Figma | Sketch | Asana | Zapier | SQL

Adobe Illustrator | Adobe Photoshop | Basic HTML | Basic CSS | Basic JS

LISTENING TO