

# John Helmy

Los Angeles, CA

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## SUMMARY

A product manager with experience in UX Design, marketing and neuroscience research, managing teams of up to ten designers and developers. Domestic and international experience with top companies in Dubai, Medellin, Manila and USA. Specialties include A/B testing, UX design, scrum and kanban, stakeholder management

## SKILLS

**PDM:** Atlassian, Trello, and Microsoft Suite. **Design:** Sketch, Invision, Figma. **Analytics:** Google Analytics, Tableau, Facebook Business Manager, Google Search Console, Mixpanel, HotJar. **Other:** Wordpress

## EXPERIENCE

### **Nexstar Digital, Product Manager, SEP 2021 - PRESENT**

- Created tools for a leading broadcaster to automate sending news to syndication partners
- Migrated The Hill from Drupal to Wordpress. Led efforts to capture requirements from stakeholders and wrote details for developers to recreate Front End experience

### **King Tide, Product Manager & Designer, MARCH 2021 - SEP 2021**

- Managing team of seven developers and designers to build two health and wellness platforms.
- Conducting user research and creating wireframes alongside product designers.
- Teaching junior product managers agile methodologies, including scrum ceremonies and tactics.

### **Huge Inc, Product Manager, Remote, Los Angeles, MARCH 2020 - AUG 2020**

- Led team of 10 building google.com/retail in coordination with Google's product marketing managers.
- Conducted A/B tests, analyzed design and tech options, advised on strategy, and managed scrum.
- Presented demos of finished work to clients, and gathered requirements for upcoming releases.

### **UAE Federal Gov., Product Manager & Designer, Dubai, JAN 2018 - MARCH 2020**

- Managed 8 developers and designers for the UAE's eGovernment serves 7M users.
- Added 50 services to the new centralized app in collaboration with 25 ministries for paying utilities, submitting applications for financial aid, renewing ID cards, shipping packages and more.
- Led scrum, wrote user stories and groomed backlog for web, Android and iOS apps.

### **dubizzle | OLX Group ( 500M users in 40 countries), Product Manager, Dubai, JUNE 2017 - JAN 2018**

- Managed 9 developers and designers in revamping dubizzle's site navigation.
- Increased new "goods" inventory by 20% on the supply side by A/B testing sellers' experiences.
- Managed SEO for the real estate vertical increasing impressions by 50% and CTR by 40%.

### **ZipMatch, UX Designer, Philippines, MAY 2016 - JUNE 2017**

- Supervised 7 designers with the second largest two-sided real estate marketplace in the Philippines.
- Designed an app for sellers to post new listings, create VR tours, and message new leads.
- Co-designed distribution engines and pricing models for sellers, reducing response time by 25x, and ensuring higher satisfaction from leads.

### **ProduktZero, UX Designer, Los Angeles, CA, AUG 2014 - MAY 2016**

- Designed product and strategy for the clients of an agency focused on LA startups
- Created three two-sided marketplace apps, for food delivery, coupons and brand ambassadors

### **textPlus, Los Angeles, (Texting and calling app) Marketing Associate, CA, SEP 2013 - JUNE 2014**

- Led campaigns, including email, push notifications and social media. A/B tested using tableau.

## **EDUCATION**

**UC Davis**, *B.S. in Psychobiology*

**General Assembly**, *Product Management*, JAN 2014 - JUNE 2014

**UCLA Ext.**, *User Experience Design & Research (5 part-time courses)*, SEP 2013 - PRESENT