

ANAÏS FELT

Product Manager, Founder, Designer



C O N T A C T



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My Story + Portfolio: www.anaisfelt.com

S K I L L S

Agile Process
Product Road map Development
User Testing
Building Consensus
Release Planning & Communication
Aha! / JIRA / Waffle.io / Slack / AWS
Startups
Managing Multiple Teams and Product Verticals
Proposals
iOS / Android
Web Applications
Schemas

E D U C A T I O N

Goldsmiths, University Of London

Technical Design Program
September—December 2014

Launched three products and completed product briefs

Hope College

Graduated May, 3, 2015
Bachelor of Arts in Political Science and Design

Deans List 2012 - 2015
Collaborated with Art/Design department to launch my own product line

EXPERIENCE

Mobile / Web Product Manager | The Washington Post, January 2018 to Present

- Grew new revenue channels targeting new markets that provided platform-wide growth
- Launched an internal tool to automatically provision the Arc CMS for clients
- Delivered an iOS / Android app and SDK strategy
- Defined three year road map to deliver 50% growth year-after-year for the platform

Product Manager | The Washington Post, June 2017 to January 2018

- Advocated for the “developer persona” ensuring the external developer experience using our APIs was intuitive and innovative
- Developed a recommendations AI engine that plugs into advertising and news products
- Transformed an API into a Core Services offering of APIs, developer tools, and technical documentation

Founder | The Dot, March 2017 to December 2017

- Launched a subscription box and ecommerce platform for women on their period
- Collaborated with designers, social curators, and developers to build and launch loveyourdot.com
- Fulfilled orders and operationalized the business
- Built a product road map from customer research and interaction

Consumer Product Manager | VNN Sports, June 2016 to March 2017

- Lead the Consumer Suite of products
- Created a network of 1,700 high school sports websites, migration strategy, and on-boarding app
- Gathered requirements for Agile and Scrum processes for the largest initiative in the company's history meeting with a diverse group of stakeholders and managing expectations
- Conducted user testing

Project Manager | Bultema Group, October 2015 to June 2016

- Managed 20 client accounts, communicated client needs to designers and developers
- Researched for Bultema Group, clients and third party marketing
- Managed team to keep projects on deadline and within budget and vision