

Michael Mayes

mike@michaelmayes.net

310-309-1248

SUMMARY

Accomplished product design executive with expertise in product strategy and marketing, user experience, analytics, multivariate testing, product launch and optimization. Focused on innovation. Experience from startup to Fortune 250.

- * Experience with building online products and platforms, primarily B2B and B2C marketplaces for collaboration and transactions (e-commerce, talent profiles, enterprise software) resulting in revenue growth, scalability, and community.
- * Strong leadership through management and facilitation, integrating diverse perspectives into meaningful action, using analytics to drive decisions, and interpersonal skills to communicate and execute on the vision.
- * BS, Architecture – University of Virginia // Minor in Architectural & Art History

WORK EXPERIENCE

Circaviso, Santa Monica, CA

Principal, Owner (December 2013 – Present)

* Founded independent digital consulting practice focused on product strategy, user experience, and design/build approach. Working with startups, growing businesses, and Fortune 500 clients to deliver on long term product roadmap, desktop and mobile experience design, full project implementation, and agile / lean metrics and transformation.

* Projects include:

- * Product and business lead (P&L) for design and launch of new online music platform for producers, DJs, and sound enthusiasts to interact with sounds, instruments, samples; Hiring team of 30 for agile development org; Plan marketing, launch, social media, and sales
- * Team lead for Operations segment of \$107m technology transformation project for Fortune 250 human capital management client. Developed roadmap and UX strategy for associate tools used by over 5,000 global employees handling payroll, tax, and benefits processing for client's 650,000 customers
- * Lead product and UX and managed development team for a \$25m influencer campaign management platform (VC-backed digital agency client)
- * Managed product, design, and development of a social/collaboration platform for film and media professionals (international entertainment client incubator)

- * Built innovation studio and managed strategy for CFO of \$2bn entertainment client (workshops, design, prototyping for consumer ventures, Internet of Things, virtual reality / immersive experiences, logistics and infrastructure)
- * Product advisory roles SF, NYC, and LA startups (fintech, big data, recruiting, mobile). Guest lecturer at University of Virginia for new concentration in Design Thinking

Workmarket, New York, NY

Vice President, Global Product and User Experience (July 2010 - November 2013)

- * Member of founding team. Built Software as a Service (SaaS) platform for companies to manage networks of freelancers (Search tools, talent curation, skills verification, project management interfaces, payment platform, and ratings; all via web, mobile, and API). Defined roadmap, implementation, wireframes, design, and UX for web / mobile experience.
- * Worked with 250+ clients and 30k+ freelancers via demos, sales, user testing to gather and prioritize feedback for product and design team. Top 50 customer satisfaction of 8+ on NPS
- * Scaled product to support \$48m of freelance jobs in first 24 months and ~\$60m annual run rate by end of 2013 (300% growth YoY).
- * Participated in board meetings, oversaw product and design budget. Involved in May 2013 Series B \$10m capital raise and all aspects of business strategy and planning.

Gerson Lehrman Group, Inc., New York, NY

Vice President, Expert Products & User Experience (January 2009 – June 2010)

- * Managed product marketing for glgroup.com. Grew unique visits 35% and qualified leads 350% in 2009. 2mm+ unique visitors annually. Responsible for international roadmap and innovations; Transitioned site to Drupal CMS and re-launched as a media platform for expert opinion and analysis.
- * Owned new product development for glgroup.com, GLGNews, and ExpertMatters, specifically focused on lead generation and new revenues through syndicated online content products – written reports, online news feeds, blog analyses, webcasts, live meetings and presentations, and syndicated survey content.
- * Matrixed team of user experience, user interface, design, marketing, development, QA, and launch teams operating in Agile / Scrum framework. Responsible for user stories, product definition, UX approval, site copywriting, internal and external launch planning and execution.

Gerson Lehrman Group, Ltd., London, UK

Vice President, European Partnerships (October 2007 – December 2008)

- * Managed team of six multilingual and multicultural associates with responsibility for driving growth in EMEA partnerships, consulting relationships, and executive level advisors.
- * Owned strategy, brand, and presence for EU membership of world's largest expert network, focusing on C-level executives in UK, Germany, France, Italy, Spain; Built new business in extended EMEA regions including East Europe, Nordics, and Russia.
- * Experience and responsibilities across Tech, Media, Telecom, FMCG, Retail, Automotive, Industrials, Energy, Healthcare, Pharmaceuticals, Financials, and Business Services.

Gerson Lehrman Group, New York, NY

Senior Product Manager & Agile Lead, Membership Products (January 2005 – October 2007)

- * Delivered process and technology enhancements to client-expert engagement tools and re-launched website for expert profile and project management. Owned product life cycle for multiple external web-based products. Built product roadmaps, financial analyses, user testing, marketing, and was responsible final product delivery.
- * Created requirements documents, wireframes, use cases, user experience documentation, launch plans, and product marketing materials.

TIAA-CREF, New York, NY

Director, Marketing Operations (June 2004 – January 2005)

- * Implemented Six Sigma measures resulting in 15-20% cost savings on marketing program delivery. Created Project Management Office (PMO) and metrics systems to manage 500+ monthly projects.

Capital One, Richmond, VA

Senior Analyst, Strategy and Innovation (January 2001 – June 2004)

- * Led cross-functional teams to design and implement processes and improvements in marketing campaign execution. Managed relationships, budgets, phased delivery, and end state design for multiple simultaneous initiatives.
- * Improved speed to market for new creative mail designs by 50% (est. ROI over \$100mm within five years). Designed new processes using statistical analysis, focus groups, and brainstorming. Ensured success through metrics and implementation of data collection tools with automated tracking.

Capital One, Richmond, VA

Graphic Designer (August 1999 – January 2001)

* Designed print and mail layouts for credit card offers to Platinum and “Go” Market customers; responsible for design layout, quality control, and print readiness. Part of original “What’s in your wallet?” marketing team and group that delivered first million online credit card applications.

EDUCATION AND TRAINING

- * BS, Architecture, University of Virginia / Minors in Architectural and Art History
- * Study Abroad, Architecture and Art History – The Art Institute of Florence (Florence, Italy)
- * Executive Course: Managing From the Middle, University of Virginia Darden School of Business
- * Coursework in statistics, accounting from Virginia Commonwealth University
- * Six Sigma Greenbelt, Project Management and Process Design courses, Project Management Institute (PMI), Lean Startup training and mentor, Agile/Scrum training

SKILLS AND TOOLS

Product design, Requirements gathering, Roadmaps, UX Design, User research, Product marketing, Product Management, Agile, Scrum, Project Management
Sketch, OmniGraffle, InVision, Photoshop, Illustrator, Salesforce, SugarCRM, HubSpot, Mixpanel, Intercom, Google Analytics, Google Web Optimizer, HTML, CSS, LESS, SASS; Familiar with Java, SpringMVC, Solr, JavaScript, Ajax, React, Ruby, Python, PHP, MySQL, underscore, backbone, jQuery, Cucumber, Github, Git, Bootstrap, Material Design