

# CLAIRE A. CERDA

claire.a.cerda@gmail.com | 305.798.6837 | San Francisco, CA

clairecerda.com | linkedin.com/in/clairecerda

## WORK EXPERIENCE

- May 2020 - present** **Product Design Producer, Apple Pay | Apple**  
Lead design projects from conception to delivery by partnering with stakeholders to define requirements, goals, and limitations.
- Jul 2019 - Oct 2019** **Senior Product Manager, Growth | Twine by John Hancock, San Francisco**  
Improved the onboarding conversion rate by 6% in less than 3 months, the most significant improvement in onboarding since Q3'18.
- Jan 2018 - Jul 2019** **Senior Product Manager | COIN by John Hancock, Boston**  
Grew COIN impact investing app to \$75,000 in assets under management and a 3% conversion rate from onboarding to funded accounts in its first 3 months in market - the highest amongst all JH Digital Advice products in their first 3 months.
- Led MVP definition, beta launch, and go-to-market strategy for the COIN app, the investwithcoin.com website, and the operations & support portal.
- Established product team processes, including continuous release cycles and dual discovery and delivery tracks to increase our focus on user value.
- Spoke at two John Hancock/Manulife organization-wide events: Women in Technology T2: Tech Talks (1,000+ employees attended) and University Week (50+ engineers attended) about the norms and processes we developed to support lean product development at COIN.
- Feb 2017 - Apr 2017** **Product Development Consultant (part-time) | Harvard University Innovation Labs**  
Supported product business plan development, brand marketing, and consumer persona definition for an early stage fintech startup.
- Oct 2016 - Jan 2018** **Product Manager | Society of Grownups by IDEO + MassMutual**  
Led launch of a new website homepage, new curated mixed media topic pages, and a new online course experience which increased pageviews with educational content by 17% and increased the average time users spent on the site by 20%.
- Managed digital analytics analysis, metrics reporting, and presentation to key stakeholders at MassMutual and Society of Grownups to secure continued investment in the form of budget and resources.
- Jun 2015 - Oct 2016** **Product Design Researcher | Society of Grownups by IDEO + MassMutual**
- Led user research from foundational concept testing to usability testing for company's first minimum viable product digital offerings: online classes and a mobile education app.
- Hired and was responsible for day-to-day management of three interns.
- Facilitated empathy mapping and customer journey mapping exercises to build a cohesive engagement strategy across physical and digital channels.
- Supported efforts to develop company's first behavioral segments within customer base to inform marketing strategy and product development.
- May 2014 - Mar 2015** **Product User Researcher | Wellesley HCI Lab + IBM Research**
- Led foundational user research across multiple industries re-imagining conference rooms of the future. Presented actionable recommendations and prototypes to Cognitive User Experience group of IBM Research.
- Jan 2015** **Product Design Researcher | MIT Mobile Experience Lab**
- Designed and moderated design thinking workshops to guide an early-stage medical technology startup and a major Italian oil company's product development.
- Jun 2011 - Dec 2014 (summer and winter breaks)** **Strategic Insights Intern | Alma DDB Advertising Agency**
- Led in-depth digital ethnographic study of folk music consumption among Hispanic millennials to support thought leadership initiatives for agency. Paid, full-time position reporting directly to the Head of Strategic Insights.
- Conducted competitive landscape analyses to identify opportunities for improving agency clients' digital marketing strategies.
- Sept 2010** **Talent Relations Intern | Crispin Porter + Bogusky Advertising Agency**
- Built communication tools to support internal company culture. Inspired by fast-paced environment and culture of building disruptive and innovative experiences.

## EDUCATION

- Sept 2011 - May 2015** **Wellesley College**
- Bachelor of Arts in Sociology and Cultural Anthropology
- Completed three senior projects in the Wellesley College Human Computer Interaction (HCI) Lab and two independent studies in the Sociology department
- Apr 2016** **Design Community College (part-time)**
- Design Research Advanced Certification Program with a focus in design research methods

## INTERESTS

- Co-organizer** for San Francisco & Boston ProductTank meetup groups for product managers sponsored by the Mind the Product global organization
- Captain** of my varsity high school and division III college soccer teams
- Head soccer coach** of local youth girls team
- Former **DJ** for Wellesley College's student-run radio station and host of my show, "Planet Claire"
- Sommelier** at Ordinaire, a natural wine bar in Oakland, CA