



EVAN EARNEST

SENIOR PRODUCT MANAGER

ABOUT

Creative analytic problem solver, passionate about building innovative and delightful products, services, and experiences through a user centric design process. Demonstrated teamwork and leadership experience on global teams in start-ups, corporate settings, product design projects, athletics, and as a Stanford design graduate course instructor and coach.

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EDUCATION

Stanford

M.S. Engineering Design

- Certificate in Product Creation and Innovative Manufacturing
- ME310 Engineering Design and Innovation Course Assistantship
- Federal and Stanford School of Eng. Work/Study Research Assistantship

Johns Hopkins

B.S. Mech. Engineering

- Tau Beta Pi, National Engineering Honorary Fraternity
- Pi Tau Sigma, National Mechanical Engineering Honorary Fraternity
- ESPN The Magazine Academic-All American 1st Team Football 2006

SKILLS

Entrepreneurship | Team Leadership | Business Strategy | Management | Start Ups | Product Development | UX Design | Design Thinking | Agile | SQL | Analytics | Business Analysis | Wordpress | HTML | CSS | C++ | Photoshop | Salesforce | Solidworks | MechE Design | Rapid Prototyping |

EXPERIENCE

Emplove - Principal Product Manager

2018-Current *Home renovation marketplace - Consumer*

- Optimized consumer funnel resulting in a 5x increase in registration rate and a 3x increase in renovation project creation.
- Implemented prioritization and agile product planning process to launch 20+ high impact features and tests within 6 months.

Apartment List - Sr. Product Manager

2017-2018 *Apartment rental marketplace - Supply*

- Led greenfield effort to define and launch supply side products leading to increased marketplace efficiency (+5%) and client satisfaction (+15%).
- Spearheaded cross country customer research trip to infuse user insights and empathy into the product development process.

NerdWallet - Product Ops. & Strategy

2016-2017 *Consumer finance products - Investing*

- Established and ran qualitative and quantitative product research and testing, (A/B testing, user testing, user interviews, user surveys), increasing product performance metrics by up to 30%.
- Led project management (sprint planning, status tracking, etc.) to launch NerdWallet's first logged in MVP product on schedule.

HSG - Sr. Dir. of Product (1st Employee)

2013-2016 *Executive leadership advisory services*

- Created Team Insights product line which after three years of consistent growth totaled 89% of HSG's revenue (\$1.82 MM).
- Oversaw product R&D and Operations to deliver product to 30+ client engagements across 10+ institutions (90% referral rate).

Joyo - Co-Founder & Head of Product

2011-2013 *Online platform for career exploration*

- Led user research, product design, and development (team of 6) to launch two fully functional alpha websites in less than six months.