

# Jesse Richards

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## Professional Profile

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Ambitious and creative **Product Manager** and **Interactive Art Director** seeking to build exciting online experiences. **For over 11 years**, has taken great pride in making the web easy, efficient and fun for users. Wielding interdisciplinary passion and boundless curiosity, can juggle a wide range of tasks and goals. **Extremely self-motivated and organized**, thrives on leading and contributing to a team that reliably exceeds expectations. **Eager to move the web and the world forward.**

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## Skills

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- Creating great product, with emphasis on design
- Project coordination, cross-group collaboration
- Wireframes, mockups, use cases, Agile development
- UI design, user experience, information architecture
- Social media & user-generated content
- SEO, Google Analytics, Omniture, user testing
- HTML & CSS; some JavaScript, Flash
- Photoshop, Illustrator, InDesign
- Design, illustration, drawing
- Writing, copyediting, print production
- Word, Excel, PowerPoint, Visio
- Experienced public speaker & presenter

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## Work Experience

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- PRODUCT MANAGER, Meetup.com**, online groupware *Apr 2007 – Jun 2010*  
Managed products in a unique start-up culture of self-organized teams, for a social network that helps millions of people form local community groups. Pitched projects, managed product development from start to finish, and analyzed results. Launched iterative product frequently. Responsible for product announcements and interacting with the site's avid user base.
- VP, PRODUCTION, Need2Know Inc.**, web marketing agency *2005–2007*  
Web site strategy and production for diverse clients. Wrote proposals, met clients, and oversaw production, managing 25+ jobs at any time. Supervised entire development team.
- ART DIRECTOR, CREATIVE DIRECTOR** *2003–2005*  
**UI DEVELOPER** *2002–2003*
- GRAPHIC DESIGNER, GWP Inc.**, promotion marketing firm *2000–2002*
- GRAPHIC DESIGNER, Delia Associates**, B2B ad agency *1999–2000*
- UI INTERN, HotJobs.com**, online job engine *1998–1999*

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## Significant Projects

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- Integrated Meetup with social media: Facebook Connect and new Open Graph, Twitter, other APIs
- Meetup's auto-scheduling platform, online Help community, site redesign, and many more projects
- Reader Panel member web site for the New York Times
- Flash web design, marketing, and e-commerce for Chambord Liqueur & Pravda Vodka
- Marketing, packaging design, and promotions for Nabisco, Novartis, Lipton, Proctor & Gamble, and more
- Created a new project management/CRM system for internal use at Need2Know Inc.

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## Other Experience

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- **BA, DREW UNIVERSITY**, NJ, 1999: Fine Art, Writing • Editor, University newspaper
- Author of **The Secret Peace: Exposing the Positive Trend of World Events**, *Book & Ladder Press, 2010.*
- Organizer, Central Park Sketching Meetup, over 1,300 members, *2007–present*
- Member, American Mensa