

# Jesse Richards

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## Professional Profile

Ambitious and creative **Product Director**, author, and artist seeking to build exciting online experiences. **For over 13 years**, has worked hard to make 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

- Creating great product, with emphasis on design and understanding the users' points of view
- Project and team coordination, Agile development
- UX, IA, wireframes, mockups, use cases, Balsamiq
- Social media integration & user-generated content
- Estimating, budgeting, hiring, team building
- SEO, Google Analytics, Omniture, user testing
- HTML & CSS; some JavaScript, Flash
- Design, drawing, Photoshop, Illustrator, InDesign
- Writing, copyediting, print production
- Word, Excel, PowerPoint, Visio
- Experienced public speaker & presenter

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## Work Experience

**DIRECTOR OF PRODUCT, Offerpop**, self-serve social media marketing platform *2012 – present*  
Steered product direction for an ambitious startup working to be the salesforce.com of social media promotional campaigns. Grew the product team to take the product from a collection of disparate apps to a streamlined, robust platform that includes innovative analytics and even its own social layer.

**DIRECTOR OF PRODUCT, Proust.com (IAC)**, family social network *2010 – 2012*  
Launched a new web site within the IAC family of companies. Steered overall product direction, working with lightning-fast iterations to break into a new industry space. Significant projects include using game dynamics to make “chapters” of your life and a beautiful storybook interface, an interactive map and timeline of your life’s memories (before Facebook’s timeline), a “Memorabilia Box” for photos, Facebook apps, and many more. Proust was named one of Time Magazine’s best sites of 2011.

**PRODUCT MANAGER, Meetup.com**, online groupware *2007 – 2010*  
Managed products in a unique start-up culture of self-organized teams, for a social network of thousands of local community groups. Pitched projects, managed product development, and analyzed results. Significant projects include integrating with Facebook Connect and Twitter, a robust auto-scheduling platform, Q&A Help community, site redesign, and many more.

**VP, PRODUCTION, Need2Know Inc.**, web marketing agency *2005–2007*  
Web site strategy and production for diverse online clients. Wrote proposals, estimated budgets, met clients, and oversaw production. Supervised entire development team and all projects.

**ART DIRECTOR, Need2Know Inc.** *2003–2005*

**UI DEVELOPER, Need2Know Inc.** *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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## Other Experience

- **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 & Art Meetup Group, over 2,500 members, *2007–present*
- Member, **American Mensa**