

# Justin Street

## Senior Product Manager

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### EXPERIENCE

#### Evernote 2014–2019

##### **SENIOR PRODUCT MANAGER, ZONE LEAD**

Led the product teams that designed and built Evernote's Editor, the Web Clipper, and Templates and is responsible for nearly 1B note creates every year.

- Developed Evernote's bottom up strategy for allowing customers to capture, review, and update their ideas across its suite of core products, plugins, and partnerships
- Delivered the new note editing experience (in beta)
- Managed one report responsible for Evernote's clipper products, Templates, and delivering Dark Mode across Evernote's core apps

##### **SENIOR PRODUCT MANAGER, EDITOR**

Managed the note editor across Evernote's suite of apps, Evernote's most used feature.

- Developed the product strategy and defined KPIs for Evernote's note editing experience
- Successfully initiated an architecture change taking the editor from 5 disparate experiences and code bases into a unified cross-platform tool
- Delivered the Templates feature, which resulted in it accounting for 1% of all note creates after 60 days
- Transitioned Evernote's product org from vertical platform/OS product teams into horizontal feature teams that focused on user and business outcomes

##### **SENIOR PRODUCT MANAGER, MOBILE**

Led Evernote's iOS and watchOS apps used by 10s of millions of customers each month.

- Took over management of app when product was < 2 star rating. Increased rating to > 4 stars in one quarter
- Implemented improvements to the app's login page resulting in an 8% improvement to conversion
- Executed features to ready a push into the business market including improving the sharing experience, multi-account support, and the the organizational and sharing construct called "Spaces"
- Mentored and fostered growth to new PMs who joined the organization

##### **PRODUCT MANAGER, MOBILE**

Worked on Evernote's Android mobile, tablet, and ChromeOS applications comprising Evernote's biggest cohort, enjoyed by 10s of millions of customers each month.

- Improved processes by being one of the first teams to go agile and using feature flags and A/B tests extensively
- Improved app's sign-in, navigation, sharing, upgrade/payment experiences, and overall UX resulting in increased engagement and conversions
- Delivered Google Drive integration that allowed customers to add and display Google Drive files in their Evernote notes
- Developed the product strategy and defined KPIs for Evernote's sharing experience across all of its apps
- Founded company wide demo days that allowed any team to demo progress on projects to the entire company; this improved communication, collaboration, and a sense of ownership

#### **PRODUCT MANAGER, DESKTOP**

Worked on Evernote's Windows Desktop application, its most used application used by 10s of millions of customers each month.

- Led improvements to the team's processes and product focus that resulted in a 50% reduction of support tickets while improving app performance and user experience
- Led project that allowed Evernote to save cost and improve organizational efficiency by stopping the support for and re-allocating product resources from tertiary apps/products that were not delivering business value (e.g. Evernote for Blackberry and Evernote Food)

### **SoundCloud 2011–2013**

#### **PLATFORM INTEGRATIONS MANAGER**

Led product integrations with external technology partners that benefitted SoundCloud by increasing product functionality, reaching new creators and listeners, and enhancing brand value. Executed partnerships with Google, Twitter, Facebook, Tumblr, Apple, and IFTTT by leading interdisciplinary teams between partners and SoundCloud's global offices.

### **BUZZMEDIA 2008–2011**

#### **PRODUCT MANAGER**

Operated as product owner of several top pop culture websites. Led teams that delivered over 13 site redesigns and platform migrations, integrated custom ad campaigns for clients resulting in increased revenue opportunities and audience.

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## **EDUCATION**

### **The George Washington University 2003–2007**

*BA COMPUTER SCIENCE; DOUBLE MINOR IN FINE ARTS AND BUSINESS*