

MITCHELL A. McALISTER

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Passionate team leader with cutting edge product design skills. Experienced in supporting organizations ranging from startup to mature. Excellent presentation, people, organizational and planning skills. Excels in fast-paced, lean and agile environments.

PROFESSIONAL EXPERIENCE

Director, Product Management

03/2016 – present

Juvo, San Francisco, CA - *fintech startup focused on financial inclusion*

Lead product management role in an early stage startup, responsible for building out the transaction and payment processing product line for customers in Central and South America.

- Define user centered experiences aimed at addressing a variety of transaction models including p2p payments, bill payments, and international transfers
- Released v1 and v2 version of the Tigo Money android app in 2017, unlocking the distribution of additional markets in 2018
- Released v1 version of Tigo Money web and android app for El Salvador and Honduras markets resulting in a 200% increase in Saas revenue
- Lead weekly cross vertical product design meeting to ensure that all new design proposals were vetted by senior product team members before engaging the development effort

VP Product Experiences

04/2014 – 03/2016

YouWeb Incubator, Burlingame, CA - *disruptive B2C mobile portfolio*

Product design role with a portfolio of pre-MVP stage companies, responsible for defining the UX, UI, and Product management processes.

- Define high level user centered experiences aimed at proving user engagement hypothesis and core business model assumptions
- Build out user flows, wireframes, visual mockups, and clickable mockups for early prototypes
- Articulate the product direction through user stories, schematics, and diagrams to make development actionable and release timelines predictable

Product Design

06/2013 – 04/2014

OpenAura, San Francisco - *visual content management platform for musicians*

Hybrid UX/PM role in a pre-MVP stage company, responsible for overall product design including UX and product management, interfacing with the development and management teams.

- Formalized the design process to include development of wireframes, visual mockups, and schematics for all user facing product areas for the Alpha, Beta, and Public MVP releases
- Built out user research proficiency to include feedback interviews and design iterations aimed at identifying problem areas and increase usability before committing resources to feature development
- Established roadmapping best practices to engage stakeholders in the discovery and decision making for feature development and release planning for Alpha, Beta, and Public MVP product releases

Product Director

12/2011 – 06/2013

Songbird, San Francisco – *media player with built-in social content discovery*

Traditional product management role in a late stage startup, responsible for optimizing key metrics for the entire product line (mobile, platform, desktop, and web app).

- 120% increase in active install base for the android app
- 200% increase in user engagement on the android app
- 70% increase in daily downloads of the desktop app
- Launched v1 cloud service resulting in 1.4MM in licensing revenue

Product Design Director

06/2010 – 09/2011

Yidio.com, San Francisco - *social content recommendation engine for TV and Movie*

Hybrid UX/PM role in an early stage company, responsible for overall product design including UX and product management, interfacing with the development and management teams.

- Manage the design process including development of wireframes, visual mockups, schematics, user stories, and execution plans for all user facing product areas
- 4x increase in signup conversion rate
- 2x increase in revenue generating user actions

Product Director - International, Mobile, Community 05/2005 – 06/2010
MySpace, London & Los Angeles - *one of the worlds fastest growing social networks*

Hired and directly managed 26 reports including graphic designers, UX designers, project managers, content editors and regional marketers. Lead the management and execution of the product roadmap for the International, Community, Mobile verticals.

- Grew the business by \$80MM USD in revenue and from 2.5 – 45MM unique users in 2 years
- Localized a new revenue stream based on social advertising. Exceeded expectations at \$200k in the first month
- Defined a content promotional system to build on Co-Marketing deals with premium brands resulting in over \$30MM in promotional value

Front End Web Developer 1999 – 2005
Various online media properties including Universal Music, Winning Directions, Fabula Magazine and The Industry Standard.

ABOUT ME

Swimming

All American Masters Short Course Champion - 2018
Olympic Club Trans-Tahoe Relay - 2017

Teaching

UX Design Instructor, Academy of Art University - 2016

Consulting

Founding Advisor, Beem: Social Music Discovery - 2016

Podcasting

Host and Producer, Notes Underground - 2005 - 2009

Learning

U.C. Berkeley , B.A. in Mass Communications - 1998