

Westin W Conahan

PRODUCT MANAGER

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Tools

ASANA	● ● ● ● ● ● ● ● ● ● ○
MIXPANEL	● ● ● ● ● ● ● ● ● ● ○
MYSQL	● ● ● ● ● ● ● ● ○ ○ ○
INVISION	● ● ● ● ● ● ● ● ● ● ○
G-ANALYTICS	● ● ● ○ ○ ○ ○ ○ ○ ○ ○
ADOBE SUITE	● ● ● ● ● ● ● ● ○ ○ ○
HTML/CSS	● ● ● ● ○ ○ ○ ○ ○ ○ ○

Skills

Wireframing, Product Roadmapping, Backlog Management, User Testing, Data Research, Creating User Persona, Marketing Campaign Development, Customer Engagement, Technical Customer Support, Working with Multiple Stakeholders

Interests

Photography, Music Production, Design, Architecture, Virtual Reality

RELEVANT EXPERIENCE

Designer Pages

PRODUCT MANAGER NEW YORK, NY APRIL 2017 - PRESENT

Sole product owner of **Designer Pages**, a B2B SaaS platform targeting interior designers and architects.

Successfully led an agile team of engineers and designers through multiple end-to-end features including a webpage redesign and overhaul, web framework transition to React.js, and a WYSIWYG GUI export editor.

Created a customer engagement and onboarding plan that increased free-to-paid user conversion by 42%.

Designed, developed and launched **DP Sync**, an API driven plugin for AutoDesk Revit, with monthly active usage increasing by 75% since launch.

Doubled per user revenue and increased total revenue by 164% by instituting an updated pricing model after conducting market analysis that found product was below market rate.

Dronesmith

PRODUCT MANAGER NEW YORK, NY NOV 2016 - APRIL 2017

Led the development of **Hangar**, an API-driven, virtual and real-world drone management tool for Dronesmith, a Techstars IoT startup focused on drone hardware and software technology.

Developed first product roadmap and established KPIs to determine product direction and measure success.

Conducted multiple user studies to determine user pain points and grew Hangar beta to 600 users.

Participated in an AT&T IoT Mobile Hackathon that led to a collaboration with **MapQuest** and **What3Words**.

Pei, Cobb, Freed & Partners

ARCHITECTURAL DESIGNER NEW YORK, NY NOV 2014 - NOV 2016

Worked as technology lead on multiple large-scale projects with multi-disciplinary teams for a world-renowned, award-winning architecture firm founded by I.M. Pei.

Introduced VR visualization technology to firm leadership, and developed company-wide documentation and staff training to integrate the technology into existing workflows.

Developed VR walk-through for built work: **Tivoli Hjørnet** located at Tivoli Gardens in Copenhagen, Denmark.

American Institute of Architecture Students

NATIONAL PRESIDENT WASHINGTON, DC JUNE 2013 - JULY 2014

Set strategic vision for over 150 university chapters as national president of the AIAS, an internationally recognized architecture student leadership organization.

Built, empowered, and mentored 10 volunteer committees, and organized and led quarterly board meetings.

Led a nationwide hiring search and conducted 30+ interviews to replace an outgoing Executive Director.

Frequently presented the progress of the organization at large scale national and regional conferences, and increased overall membership by 11% from previous year.

EDUCATION

University of Nevada, Las Vegas

BACHELOR OF SCIENCE, ARCHITECTURE LAS VEGAS, NV AUG 2008 - MAY 2013

Participated in the 2013 Solar Decathlon, a student-led competition where 20 global teams compete to design and build an ultra-efficient, solar-powered home. Our project, **Desert Sol**, won second place overall. I developed all digital communication visuals for the project as our teams Presentation Lead.

Minor in Solar and Renewable Energy Policy.

College of Southern Nevada

ASSOCIATES OF BUSINESS LAS VEGAS, NV AUG 2006 - MAY 2008

Established a foundational understanding of business administration and best practices.