

Justin Baum, Design + Product + Growth

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Profile

I am a design and product leader with 10+ years of experience building companies, brands and teams. My skills cover a unique range from product management, user experience, and product design, to brand strategy, growth and fundraising.

Experience

VP Product, LeaseUp; New York, NY — 2021-Present

- Defined product vision, strategy, roadmap, KPIs and OKRs.
- Lead implementation of technical growth systems.
- Achieved profitability with positive net revenue retention.

Partner, Quarter Studio; New York, NY — 2018-2021

- Google's Sidewalk Labs: Product design, prototyping, service design.
- Equinox: Product design, user research and experience strategy.
- Unity: Augmented reality prototyping, product design, and user research.

VP Product, Elephant/HUGE; New York, NY — 2016-2018

- Fintech product leadership, user research, customer journey mapping.
- United Technologies digital transformation leadership (Fortune 50)
- Managed 20+ product designers and creative technologists.

VP User Experience, Polyera/West; San Francisco, CA — 2013-2016

- Defined product vision, strategy and roadmap for wearable device platform.
- Oversaw product design, marketing and brand development.
- Fundraised with the founder in the US, China, and Japan.

VP Product, Stipple; San Francisco, CA — 2011-2013

- Defined product vision, strategy and roadmap for in-image ad-tech platform.
- Interface design, agile process, backlog management, KPIs.
- Raised a \$5M Series A lead by Floodgate and Relevance.

Director UX, The Barbarian Group; San Francisco, CA — 2007-2011

- Managed a team of 10+ UX Designers and Content Strategists.
- Designed the user experience for web, tablet, and mobile apps.

UX Designer, Apple; Cupertino, CA — 2005-2007

- User Experience design for product launch pages.
- Web interface prototyping.

Skills

Product Design

Interface design and specifications
Prototyping and animation
Scenario writing
Evaluation and benchmarking

Customer journey mapping
User research
Testing and validation
Design for wearables and XR

Product Management

Growth strategy and PLG
Competitive analysis
Product analytics
Customer data platforms
Messaging automation

OKRs and initiative planning
Prioritization
Road mapping
JTB/User Stories
Backlog management

Leadership

Cross-functional team leadership
Vision and product definition
Product strategy
Org design and planning

Recruiting and hiring
Pitching and fundraising
Management and mentoring
Skill development and leveling

Education

Emerson College, Boston, MA — BA New Media, 2004