

JOSHUAH VINCENT

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OBJECTIVE Provide technical leadership, product strategy, customer development, product design, and cross disciplinary synergies in order to deliver best in class services that deliver high value to customers.

SKILLS Product Management, Innovation Leadership, Product Design, Cross Discipline Collaboration, Conflict & Risk Management.

5/2012 - Current: JV Consulting

- Teaching product management for The Product School
- Product strategy & design consultant. Clients incl. BigID, Ornish Spectrum, Firefly, Mathbot.
- Incubating a mobile application for intelligent and contextual note taking in social settings.
- Advisor for Buzzz, a voice first recommendations platform. Providing product strategy and design help.

5/2015 - 4/2018: Senior Product Manager & Designer: Xero | Seattle + Remote

- Developed lean methodology for product development. Process adopted by several teams.
- Product designs including wire-framing, UX workflows, visual design.
- Lead customer development: interviews, user testing, surveying & data analysis.
- Drove delivery of payment platform (API and UX) for Payroll, Payments and Expenses in the US.
- Key metrics accomplished: 80% reduction in CX costs for all payroll users. Improved time to onboard from days to minutes, reduced onboarding cost per subscriber by \$15.

9/2013 – 9/2017: Co-Founder: Tronic.fm | San Francisco

- Created B2B SaaS platform for the music industry with a focus on tools for connection, engagement and discovery for the key archetypes in the music industry. (“LinkedIn + SquareSpace for Music”)
- Raised \$500K from investors.
- Drove product vision, research, brand, roadmap, PRDs, customer engagement
- All heavy lifting design work - IA, UI/UX design workflows, mockups etc.
- Conducted user research and A/B tests, wrote email copy, authored help pages
- Managed development & testing of responsive site (using Twitter Bootstrap, PHP5, Yii Framework, AWS)

2/2013 – 8/2013: Director of Product: SFX Entertainment | San Francisco, Denver & New York

- Worked with executive members of company to build a cohesive company wide digital strategy.
- Sourced and manage a design agency, drove all up product strategy, functional & visual redesign.
- Lead the redesign of Beatport.com, taking it from a prosumer to consumer experience.

2/2010 – 8/2012: Lead PM and User Experience Manager: OnLive Inc. | Palo Alto

- Delivered the first cloud gaming platform to the world.
- Lead the effort on all consumer-facing aspects of the service.
- Built product management team and lead evangelization of the PM function at company.

- Worked closely with execs, engineering and marketing to build roadmaps, PRDs, and drive execution with engineering teams. 2 Patents earned.
- Built and lead UX team, storyboarding, IA, UI, UX definitions, and hi fidelity manifestations.
- Conducted customer development: A/B testing, surveys, usability testing for core user actions.

9/2009 - 1/2010 Senior Program Manager: Bing for iPhone | MSN Mobile | Microsoft | Redmond

- In 3 months lead the effort to deliver a native Bing application to the iPhone, the first official MS app on the iPhone.
- Within 4 weeks of release over 1 million installs.

3/2006 –9/2009 Program UX Manager: Zune | TV, Video and Music Business | Microsoft | Redmond

- Zune PC Software v1: In 10 months, built the software to service the hardware device and Zune Music service
- Smart DJ: Created, designed and managed the development of Zune Smart DJ, a music recommendation engine and user experience (ships in Zune v4). 3 Patents earned
- Podcasting Solution: Created Microsoft's podcasting solution. This included feature definition, design of end-to-end ecosystem, project management and usability research.
- Media Metadata Solutions: Lead team to define media collection management and metadata management, including editing tools and online metadata services. Earned one patent for this work.
- Video Experience: Created the video experience for the software.

12/2005 – 12/2006 Program Manager: Windows Media Player | Microsoft | Redmond

- Podcasting Solution: Designed and managed the development of an end to podcasting solution. Earned one patent for work in the podcasting space.
- Security and Privacy: Responsible for driving the security and privacy functionality.

6/2001 – 12/2005 Program Manager: Windows Update Services | Microsoft | Redmond

- Windows Update (WU) Agent API's: drove feature design and development of functionality in the Windows update client software. APIs are leveraged by over 600M computers world wide. 2 Patents earned.
- System Management Server (SMS) integration: Lead integration efforts between WU technologies and SMS
- WU Driver Pipeline: Lead effort to design and deliver driver scanning and update for Windows.

EDUCATION

- Rhodes University, South Africa, 11/2000, Honors B.Sc with Distinction, Computer Science & Info Systems.
- Rhodes University, South Africa, 11/1999 B.Sc with Distinction, Computer Science & Info Systems.
- Landmark Forum and Landmark Forum Advanced, 9/2016
- Cooper U Design Courses, USA, 11/2011
- Microsoft Mini MBA, Kellogg School of Business, USA, 9/2008
- Dale Carnegie Leadership Course, USA, 5/2005
- Audio Production Certification, University of Washington, USA, 5/2005
- C.Sc Honors thesis in Virtual Reality, 2000

INTERESTS

- Music, art, endurance sports (Ironman racing at elite level)