

Katherine Byrd

Decatur, GA | kmbyrd14@gmail.com | (313) 903-3481 | LinkedIn | katherinebyrd.com

Product Manager with 5 years of experience using agile methodologies to build web and mobile products in startup and enterprise environments. Led cross-functional teams through complex requirements via written and verbal communication. Developed product strategy, defined goals and success metrics as demonstrated by enhancing the ParkMobile login experience and generating an additional >\$140K in monthly revenue. Seeking to contribute to a fast-paced tech environment by leveraging data-driven decision-making and strategic product management.

RELEVANT EXPERIENCE

Co-Founder/ Product Manager | Dynamic Catalysis, LLC - Remote April 2021-Present

- Co-founded a gaming startup focused on building STEM-based video games and developer tools that empower creators to design scientifically accurate and engaging educational experiences
- Led end-to-end product development of a molecular visualization app, achieving early user adoption with 50+ organic downloads and collecting key feedback to inform future iterations
- Drove 100% growth in social media engagement by implementing a targeted content strategy across Instagram and Facebook, amplifying brand presence and community interaction

EasyPark Group/ParkMobile, LLC

Global Product Manager

September 2023-April 2024

- Led a 9-member cross-functional team in customer acquisition initiatives on the EasyPark app, enhancing user engagement across more than 18 countries, including Australia, New Zealand, and Europe
- Guided the engineering team to achieve a 90% reduction in fake account creation by implementing security features, enhancing the overall secure customer experience
- Conducted A/B tests on the registration flow, leading to a 2% improvement in registration rates and an approximate €7,000 increase in revenue

Product Manager

September 2021- April 2024

- Utilized customer feedback and analytics using Mixpanel to enhance the 'forgot password' feature, resulting in a 20% reduction in churn for the checkout flow and a 3% increase in monthly parkers
- Collaborated with Product Operations to address login issues, leading to the development of a multi-option login feature that increased the monthly registration rate by 3%
- Led discussions with Design, Marketing, Engineering, Operations, and Client Support using Jira and Confluence to align on the development and release of social login on the web, which increased web transactions by 18%
- Generated over \$140K in monthly revenue by translating user feedback, competitive insights, and market analysis into a product vision, strategy, and roadmap with KPIs, aligning stakeholders and senior leadership towards improving the ParkMobile login experience

Product Manager | Substrate Interactive - Remote

March 2020-April 2021

Substrate Interactive was an early stage, edtech startup focused on developing a mobile learning platform that helped college students learn organic chemistry.

- Created PRDs, epics and user stories to communicate technical requirements and prioritize the product backlog. Developed Substrate app that generated \$3K in revenue.
- Led the development of a chemical structure importer that reduced feature development time by 40%.
- Streamlined the sprint process with design and engineering teams, resulting in 30% fewer user stories per sprint and accelerated development, improving overall project delivery timelines

Head of Chemical Education | Substrate Interactive - Remote

August 2019-September 2020

- Created organic chemistry content for Substrate app, resulting in 20% increase in test scores of app users versus non-users.
- Conducted user testing with UI/UX designer on prototypes, which led to the development of 6 new product features that enhanced user engagement

EDUCATION

Product Manager Certification

June 2020

Product School

Doctor of Philosophy, Organic Chemistry

May 2014

University of Notre Dame

Bachelor of Science, Biochemistry

May 2008

Xavier University of Louisiana

ADDITIONAL INFORMATION

Skills: Agile methodology, Scrum, Kanban, Product Development Lifecycle, Data Analysis, Product Discovery, User research

Tools: Jira, Confluence, Miro, Mixpanel, Looker, Trello, Notion, Wix, Lovable