Katherine Byrd, PhD

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Product Life Cycle (PLC) Management | User Experience (UX) | Acceptance Criteria | Scrum Framework | Sprint Planning

Senior Product Manager with 5+ years of experience leading cross-functional teams across consumer SaaS, mobility platforms, and EdTech environments. Combines a background in organic chemistry with data-driven product discovery, rapid AI prototyping, and secure user acquisition strategies. Track record of scaling global user touchpoints, driving data-driven decision-making, revenue growth, and optimizing AI development workflows.

Global Leadership: Led a 9-member cross-functional team (engineering, UX, analytics) optimizing user onboarding across 18+ international markets. Consolidated compliance workflows in the Netherlands to simplify registration steps by 50%.
Real Time Reporting: Instituted monthly alignment syncs between Product and Member Services to resolve recurring authentication bottlenecks and track customer friction metrics in real time.
Experimentation & Localization: Conducted A/B testing on global registration funnels using LaunchDarkly, yielding a 2% conversion lift and ~€7,000 in direct incremental revenue.
Executive Communication: Presented product roadmaps, status reports, and team accomplishments directly to VP-level leadership at ParkMobile/EasyPark and Substrate Interactive, aligning cross-functional priorities with company strategy.

Technical Tools: Jira, Confluence, Miro, Mixpanel, PostHog, Looker, Trello, Notion, ProductBoard, Wix, Whimsical, Microsoft Office Suite, AI Tools (Lovable, Claude, Gemini, ChatGPT, Make)

Professional Experience

Dynamic Catalysis, LLC, Decatur, GA
Product Manager & Co-Founder April 2021 – Present

- Directed 0-to-1 product discovery, positioning, and rapid prototyping for a portfolio of STEM educational tools.
- Led end-to-end release of a 3D molecular visualization app built in Unity, establishing deployment pipelines and securing 50+ organic adoption downloads without paid acquisition spend.
- Prototyped and launched a mobile STEM puzzle game leveraging ChatGPT and Lovable to evaluate adult learning mechanics within iterative sprint cycles.
- Architected ChemBuddy, an AI chemistry tutoring assistant; deployed Claude to map user conversation journeys and design dialogue flows, then synthesized post-launch user survey data (n=30) to validate next-phase practice-problem features.
- Expanded social media channel engagement by 2x through structured content positioning.

EasyPark Group / ParkMobile, LLC, Atlanta, GA
Global Product Manager (EasyPark Group) September 2023 – April 2024

- Expanded role to lead customer acquisition and onboarding for a real-time, multi-market service platform, directing a 9-member cross-functional team (engineering, UX, analytics) to redesign the end-to-end customer journey across 18+ international markets, and presenting roadmap progress and quarterly results to VP-level leadership.
- Executed data-driven A/B testing on global registration funnels via LaunchDarkly, yielding a 2% conversion lift and generating ~€7,000 in direct incremental revenue.
- Integrated market-specific legal and compliance requirements across European regions, collaborating with local stakeholders to streamline the Netherlands registration flow by 50%.
- Intercepted global credential-stuffing attacks by building real-time monitoring dashboards, prioritizing urgent security shifts over planned feature work to implement device attestation and backend rate limiting.

Product Manager (ParkMobile) September 2021 – April 2024

- Formulated a comprehensive authentication product development strategy impacting 50M+ active users, while supervising a team of 10+ product engineering staff.
- Co-designed an automated in-app engagement campaign with marketing using Braze, triggering targeted review prompts that elevated the Google Play Store rating to 4 stars.
- Mapped the end-to-end login and checkout journey and designed magic-link password recovery flows and multi-option social login prototypes, reducing checkout churn by 20%, increasing monthly active parkers by 3%, and driving an 18% increase in web transactions.

- Presented the unified authentication roadmap and its business impact to VP-level leadership, then deployed it across web and mobile ecosystems to generate over $140K in incremental monthly revenue ($1.68M annualized).
- Reduced malicious registration attempts by 99% with zero disruptions by collaborating with core engineering team to implement backend IP throttling, rate limiting, and geo-restrictions features.

Substrate Interactive, Remote
Product Manager March 2020 – April 2021

- Influenced early-stage product development for a mobile organic chemistry learning platform, overseeing two developers, a UI/UX designer, and a user researcher, while presenting roadmap updates and team accomplishments to VP-level leadership.
    - Spearheaded development of a custom chemical structure importer tool, decreasing feature development timelines by 40%.
- Transitioned product delivery from Scrum to Kanban framework, lowering user story volume per sprint by 30% and accelerating feature delivery cycles.
- Designed and deployed interactive gamified learning modules for complex organic chemistry concepts (e.g., hybridization), resulting in a 20% increase in student test scores in controlled academic trials.

Head of Chemical Education August 2019 – September 2020

- Served as strategic domain liaison between higher education stakeholders and internal product teams, translating academic feedback into functional product roadmaps.
- Guided 65+ generative user research interviews across target university cohorts to establish core product requirements for a mobile EdTech platform.
    - Conducted deeper customer discovery interviews leading to six core feature releases.
    - Identified key pain points in traditional lecture and static textbook models to shape mobile exercise mechanics.

Education & Credentials

Doctor of Philosophy (PhD), Organic Chemistry | University of Notre Dame
Bachelor of Science (BS), Biochemistry | Xavier University of Louisiana

Product Manager Certification (PMC) | Product Analytics Micro-Certification (PAC) | Product Launches Micro-Certification (PRLC) | Product Roadmapping Micro-Certification (PRC) | Product Strategy Micro-Certification (PSC), Product School

Key Skills

Release Management, Software Development Lifecycle (SDLC), Requirements Documentation, User Stories, Go-to-Market (GTM) Strategy, Product Adoption, Agile Methodologies, A/B Testing, Continuous Improvement, Product Lifecycle Management, Competitive Analysis, UX/UI Collaboration, User Experience, Scrum, Kanban, Product Life Cycle (PLC), Product Discovery, Data Analysis, User Research, Stakeholder Management, Sprint Ceremonies, Event Management