

Katherine Byrd, Ph.D.

Decatur, GA | kmbyrd14@gmail.com | (313) 903-3481 | [linkedin.com/in/byrdkatherine](https://www.linkedin.com/in/byrdkatherine) | katherinebyrd.com

Product Manager with 3+ years of experience using agile methodologies to guide teams through the software development lifecycle in startup software and technology environments. Led UI/UX designers, Engineering, Product Marketing and Operations cross-functional teams through complex requirements via oral and written communication. Skilled in developing product strategy, defining, and measuring product success metrics to enhance ParkMobile login experience and generating an additional >\$140K in monthly revenue. Seeking to contribute to a product-led tech company by leveraging data-driven decision-making and strategic product management.

RELEVANT EXPERIENCE

Global Product Manager | EasyPark Group - Remote

September 2023-April 2024

- **Product Management:** Led 9 member, cross-functional team in customer acquisition initiatives on the EasyPark app which served >45M users in >18 countries (Australia, New Zealand and Europe)
- **Collaboration with Engineering:** Guided engineering team to 90% reduction in fake account creation through implementation of security features which aligned with the company's goal to provide a secure customer experience.
- **Experimentation and Iteration:** Conducted A/B tests on registration flow resulting in 2% registration rate improvement and ~€7,000 revenue increase.

Product Manager | ParkMobile, LLC - Atlanta, GA

September 2021- April 2024

- **Customer Representation:** Utilized customer feedback and analytics for "forgot password" feature, resulting in 20% reduction in churn for checkout flow and a 3% increase in monthly parkers.
- **Escalation Management:** Addressed login issues (in collaboration with Product Operations) leading to development of a multi-option login feature that increased the monthly registration rate by 3%.
- **Go-to-Market Planning/Deployment Support/Release Documentation:** Led discussions with senior leadership, Design, Product Marketing, Operations and Client Support to align on development and release of social login on the web which increased web transactions by 18%.
- **Stakeholder Communication and Roadmap Management:** Translated user feedback and competitive insights into product requirement documents, technical requirements and KPIs to align stakeholders and senior leadership towards improving ParkMobile login, leading to generating >\$140K in monthly revenue.

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.

- **Requirement Documentation/Backlog Management:** Created PRDs and Jira epics to communicate requirements, prioritize initiatives and manage the product backlog. Developed Substrate app that generated >\$3K in revenue.
- **Project Management:** Led the development of a chemical structure importer that reduced feature development time by 40%.
- **Agile Practices:** Streamlined sprint process with design and engineering, resulting 30% less user stories per sprint and accelerated development.

Head of Chemical Education | Substrate Interactive - Remote

August 2019-September 2020

- **Product Development:** Created organic chemistry content for Substrate app, resulting in 20% increase in test scores of app users versus non-users.
- **Design Collaboration:** Worked with UI/UX designer to develop and lead usability studies on design prototypes, leading to the development of 6 product features.

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 Methodologies, Software Development Lifecycle, Data Analysis, Product Discovery, Mobile App Development

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