

Deanna Lam

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Experience

**Anagram** / January 2021 – June 2022

Senior Product Manager

- Led strategy and launch for a new B2B2C product, Prosper, that increased margins for healthcare providers while saving money for patients. Drove business and development priorities by maintaining a roadmap broken down into quarterly and short-term milestones.
- Validated product/market fit for Prosper without using engineering resources by building a prototype with third-party apps and integrations. This market test achieved 132% of our 90-day acquisition goal in 60 days, and met our target goal of driving \$200K gross merchandise value across all participating users.
- Oversaw key product areas including vendor marketplace, growth experiments (in-app product discovery, dynamic search results, and UX/UI iterations), and utilization (reward programs).
- Coached two direct (+ two indirect) reports and mentored Associate PM on core skills such as defining tightly scoped, scalable solutions and communicating prioritization decisions to stakeholders.

**Retention Science** (acquired by Constant Contact) / July 2017 – January 2021

Senior Product Manager

- Owned strategy from concept to launch for Path Builder, a marketing tool that automates A/B testing and optimizes send times based on each consumer's individual behavioral patterns. Constant Contact acquired us in July 2020 to position Path Builder as their premium tier offering.
- Led go-to-market and activation strategy for Path Builder, achieving 29% compounded monthly growth over six months. Compared to our legacy product, an enterprise client observed +35% email open rates.
- Built structure around collaboration processes and defined new documentation hierarchy. This strengthened feedback loops and improved cross-team coordination around eight functional engineering teams.
- Improved visibility of team milestones to C-suite by generating recurring reports that communicated performance metrics and high-level strategy updates relevant to senior executives.

Product Manager

- Initially hired as the sole PM under the COO to execute the product roadmap and own foundational features on the core platform. Delivered elegant user experiences within complex systems with steep learning curves.
- Oversaw sprint planning and prioritized backlogs for the Integrations and Front End teams to grow partner API offerings, ship usability improvements, and manage releases for two-week agile sprint cycles.
- Worked with data engineers to restructure the logic of a sophisticated query builder to improve a smart segmentation tool and align system behavior with user expectations.

Product Designer

- Created our first design system to ensure efficient implementation. Led the incremental rollout for redesign.
- Improved user sentiment by introducing usability and user acceptance testing into various development stages to validate design decisions and ensure high-quality product releases.

**Livongo** (acquired by Teladoc) / 2018

Kleiner Perkins Design Fellow

- Designed a mobile app that reinforces positive health habits through gamification. Applied rapid prototyping methods to explore design paradigms for behavioral changes using clinical input from doctors and coaches.

**USC Michelson Center for Convergent Bioscience** / 2017

Lead Design Researcher

- Created an app that improves the quality of life for Hodgkin's lymphoma patients by using machine learning to predict treatment side effects and optimize chemotherapy schedules around key dates and life events.

Previously

**ATTN:** (acquired by Candle Media) / Design Fellow, 2016

**MomentFeed** (acquired by Uberall) / Design Intern, 2015

Education

**University of California, Los Angeles**

B.A Design | Media Arts, Regents' and Chancellor's Scholar

Skills

**Creative** / Figma, Adobe CC, Sketch, Invision, Keynote, Cinema 4D, Unity, SteamVR, Woodworking

**Technical** / SQL, C#, Processing, Javascript (& p5.js, three.js), HTML/CSS