

Emily Taintor McIntyre

EMILYTMCINTYRE@GMAIL.COM
207•233•0038

👋 Hi, I'm Emily

I'm a freshly self-taught front-end developer with 7+ years experience in product and design. I am a quick learner, an experienced problem-solver, and I'm eager to join a great team and start building.

EXPERIENCE

Growth Product Manager, Bold.org Nov 2020 - June 2022 *Scholarship and college matching platform*

- Led product strategy and execution through a period of hypergrowth, gaining over 1 million users in a year and serving hundreds of thousands of monthly active users.
- Combined business goals and user needs to design and deliver an entirely new product offering with key acquisition hooks and an inbound sales pipeline to support our educational sales team. Acquired over 650 active clients at over 415 client universities in the first 7 months after release.
- Managed one APM and one designer, and served as the strategic hub for our engineering, sales, and growth teams.
- Designed and executed dozens of experiments, including increasing the conversion rate of our onboarding quiz over 50% through A/B testing, among other notable experimentation wins.

Lead Product Manager, Homeroom June 2019 - Sept 2020 *After-school enrichment management platform*

- Managed product strategy, product design, and day-to-day development work for our hybrid team of 6 engineers.
- Worked within a small leadership team alongside CEO and Head of Engineering to define and execute product and business strategy, growing customers and GMV over 300% YoY.
- Acted as product designer, including everything from user research and product validation through high-fidelity mockups and user flows, eventually hiring a product designer to manage design execution as resources allowed.
- Introduced product analytics, leading team in instrumenting tracking and incorporating insights into product design and strategy.
- Pivoted the team and product when the business was affected by the COVID-19 school closures, designing and delivering an entirely new consumer marketplace for online classes in less than 2 months.

Assoc. Product Manager, IXL Learning Feb 2018 - June 2019 *Education and analytics platform for K-12 schools*

- Owned product strategy for, designed, and led a crew of engineers through building and launching multiple reports within an entirely new suite of analytics for school leaders.
- Managed product design and execution for a variety of features and pages throughout IXL's product and marketing efforts.

Program Manager II, Microsoft Aug 2015 - Oct 2017 *Photo and video editing tool built into Windows OS*

- Led product strategy + development for a team of 8 engineers on video editing features, shipping biweekly to massive audiences.
- Conducted many forms of user research, including creating a 900+ person beta testing program for educators and building a feedback community of 120+ local educators, school administrators, and IT professionals.
- Initiated and led Windows Photo and Video editor team's education initiative, including defining appropriate investments and a 2-year roadmap for product and marketing efforts to become the first choice video editor for classrooms.
- Managed 14 engineering interns and 2 design interns over 2 summers, building real-time video transcription + translation projects.

Product + Marketing Designer, Squadle Aug 2014 - Dec 2014 *Back-of-house restaurant management system*

- Designed product, emails, marketing materials, merchandise, and supplementary print guides for start up as first design hire.

Product Design Intern, Microsoft (Garage) June 2014 - Aug 2014 *40-person experimental internship program*

- Defined the roadmap for, designed, and shipped a real-time collaborative digital whiteboarding Universal Windows Application.

EDUCATION

Scrimba *Completed April 2023*
Front-end Developer Career Path (Bootcamp), and other supplemental courses

Reforge *Completed April 2022*
Product Strategy and other supplemental modules

Tufts University School of Engineering *Class of 2015*
B.S. in Human Factors Engineering (within Mechanical Engineering degree program)

VOLUNTEERING

FamilyWorks *Oct 2020 - Present*
Built text-based ordering system to broaden reach and impact of Seattle-based food bank, with significant upcoming improvements at a much broader scale.

EXPERTISE

Technologies	Design	Other
HTML/CSS	Figma	Spanish
Javascript	Sketch	French (basic)
React	Adobe Ai	Portuguese (basic)
Typescript	User Research	
C++	3D Modeling	
SQL + PostgreSQL	Usability Testing	
Bootstrap	A/B Testing	

EXTRACURRICULARS

Hanging out with my amazing dog and husband, baking, cooking, skiing, biking, playing cards and boardgames, exploring new places, and relaxing with friends and family