EUGENE STEINBERG

Mobile Product Manager

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United States, Baltimore, MD 📍

PROFESSIONAL SUMMARY

Innovative and results-driven Mobile Product Manager with over 7 years of experience in managing the lifecycle of mobile applications from concept to launch. Proven expertise in driving user engagement, optimizing UX/UI, and leveraging analytics to guide product development.

EDUCATION

2013 - 2017

Bachelor of Science in Computer Science

University of Maryland / United States, College Park, MD

SKILLS

- Product lifecycle management, roadmap planning, feature prioritization, A/B testing — Expert

- iOS, Android, React Native, Flutter — Expert

- Google Analytics, Firebase, Mixpanel, Amplitude, JIRA, Trello — Expert

- UX/UI design principles, user testing, wireframing, prototyping — Expert

- Cross-functional collaboration, stakeholder management, product presentations — Expert

- Competitive analysis, user surveys, market trend analysis — Expert

EXPERIENCE

2021 - Now

Senior Mobile Product Manager
Verizon Media / United States, Baltimore, MD

- Lead the product development for a suite of mobile applications, driving a 35% increase in user engagement.

- Spearhead the integration of a new analytics platform.

- Conduct A/B testing on key features, leading to a 10% improvement in user retention rates.

- Manage the product roadmap, prioritizing features based on user feedback, market trends, and business objectives.

2018 - 2021

Mobile Product Manager
Under Armour / United States, Baltimore, MD

- Oversaw the development and launch of the UA Record mobile app, achieving over 1 million downloads within the first year.

- Collaborated with UX/UI designers to revamp the app's interface, resulting in a 30% increase in user satisfaction and a 20% reduction in churn rate.

- Implemented a comprehensive user feedback loop, leading to a 15% improvement in app ratings and an enhanced user experience.

- Coordinated with the marketing team to execute successful product launch campaigns, resulting in a 25% growth in new user acquisition.

Associate Product Manager
AOL (acquired by Verizon) / United States, Baltimore, MD

- Assisted in the development and rollout of new mobile app features, contributing to a 10% increase in user retention.

- Managed product backlogs and worked closely with engineering teams to ensure timely delivery of product updates.

- Conducted competitive analysis and market research to inform product decisions and feature prioritization.

- Supported the creation and implementation of product documentation and training materials for internal teams.