


David West

PRODUCT MANAGER

PROFILE

Location

 Uruguay

Email

iamdavidw@icloud.com

SUMMARY

Technical-minded product manager, discovering & developing solutions to consumer problems on iOS, Android & web. Now located in South America.

7 years of hands-on development experience, focused on continuous delivery — inc. roadmap & backlog management, starting with user research, testing, UI design, prioritisation then marketing/growth. Experienced in Agile, adopting Kanban & Scrum methods.

Self-taught coder in Swift, Java, Kotlin & HTML, with a passion for simplified & great UI - always looking to take pain points away from seasoned developers & meet deliverables. You'll find me in Jira, Confluence, Sketch/Figma, Github, Xcode, Android Studio & Tower (Git), speaking to users daily, dreaming-up & testing new features. Also writing SQL queries, 'running the numbers' & designing quantitative studies to find product/market fit.

Experienced in Spanish and localising apps for a global audience. Many years experience working remotely.

Loves to work in teams iterating & testing frequently, who are providing groundbreaking benefits for consumers.

Personal interests in the next iteration of digital payments via bitcoin & lightning, economics, macro, health & wellness, privacy tech, running & the outdoors.

ACHIEVEMENTS

- 2023 - Present **TRUELOGIC**
Senior Technical Product Manager
Managing backlog for new AI & Web3 sites, overseeing development of new UI, complex CMS system & content migration.
- 2021 - 2022 **ZOPA BANK**
Product Manager - Savings
Owner of new mobile savings product, increasing deposits 8x for business across mobile & web. Created a unique offering in the savings market. Increased avg balance by 250% after launch, retention by 27%. Oversaw research, roadmap, ceremonies, AML regulations & working with stakeholders across business to solve biggest customer problems.
- 2016 - 2021 **NIBBLE APPS**
Product Manager
Overseen development of 4 health & fitness apps - inc. **MealPrepPro** iOS, **FitMenCook** Android, **FitMenCook** iOS & **Snapsie** iOS. Increased most satisfied users by 26%. Increased CLTV on iOS by 31% & 52% on Android. Introduced usability testing to team. Clear technical specs, creating user stories, prioritising backlog in Jira, speaking to users daily, reviewing analytics, A/B testing, tweaking designs & code.
- 2015 - 2016 **PERSONAL PROJECT - ScoreLord**
Creation of new social tennis app for iOS & WatchOS. Self-coded in Swift, UI & website design, later managing senior developers in Agile sprints.
- 2014 - 2015 **CROWN COMMERCIAL SERVICE (UK GOVERNMENT)**
Senior Category Specialist
Detailed analysis of £750m contracts, understanding stakeholder needs.
- 2013 - 2013 **ASOS.COM**
Indirect Buyer
Developed procurement strategy & processes, negotiated new IT contracts & created weekly eAuctions for ex-stock.
- 2010 - 2013 **XCHANGING PROCUREMENT**
Category Manager
In-house tech specialist for buyer software platform (eSourcing), delivering savings & developing relationships with L'Oreal & The Body Shop.

EDUCATION

- 2005 - 2009 **BSc Business Administration & Psychology** (Aston University)
1998 - 2005 **A Levels** (Business, IT, Design Technology)

SKILLS

	MOBILE	COMMERCIAL
Product Mgmt	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
User Research	<div style="width: 70%;"><div style="width: 70%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Xcode + Swift	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Android Studio	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Design + UX	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Data Analysis	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Project Mgmt	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Negotiation & RFPs	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Budgeting & Finance	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>
Spanish	<div style="width: 80%;"><div style="width: 80%;"></div></div>	<div style="width: 80%;"><div style="width: 80%;"></div></div>

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PRODUCT MANAGER - MOBILE

DELIVERED

Zopa Bank - <https://apps.apple.com/gb/app/zopa-feelgood-money/id1324011914>

New Product Development

- Released entirely new mainstream easy access savings product - inc. brand & launch, roadmap prioritisation, growing deposits 8x
- Discovery and definition of new product strategy - making notice accounts mainstream for customers
- Increased savings habits (number of funding payments 3x) for customers by automating savings behaviour
- Improved conversion of existing web savings product, scaling it to a huge milestone
- Usability Sessions/Testing - inc. prototypes to further Qualitative research, defining User Personas
- Overseeing implementation of rigorous financial risks & controls, inc. AML/KYC referral procedures
- Quantitative surveys, SQL queries & data analysis to further understand existing customer needs

MealPrepPro - Personalised Meal Plans - <https://itunes.apple.com/us/app/mealprepro-meal-prep-planner/id1249805978>

Usability

- Running Usability Sessions each and every Quarter
- Responding to User Queries and Feedback in Support Helpdesk Every Day
- A/B Split-Testing of User Onboarding via Firebase to Increase Customer Lifetime Value (CLV)
- Collaborating with Team on New Designs
- Creating and Managing User Stories in Jira
- Advising Team on User Experience Trends and Research
- Defining & Conducting User Acceptance Testing

Other

- Drafting & Designing User Surveys
- Drafting & Prioritising New Roadmap Items
- On-device Testing of New Functionality
- Redesign Concept in Figma (based on user feedback and roadmap)
- Creation of New Websites (Node/React/Gatsby/CSS/Wordpress)
- Drafted Technical Specification for Affiliate & Influencer Marketing
- New App Store Screenshots & ASO

FitMenCook Android - Recipe App - <https://play.google.com/store/apps/details?id=com.nibbleapps.fitmencook>

- Managed External Agency and Prioritised Backlog for Developers of initial Android app
- Built Technical Specification for initial Android app + Ongoing
- e.g. In-App Products, AdMob, Google Fit, Add to Shopping, Video, Serving Sizes, App Analytics
- Managed Freelancers and Roadmap associated with New Features & Bug Fixes
- Upload & Release Management to Google Play Store
- Tweaking Code in Java & Kotlin for New Content Releases, Writing New SQL Queries
- Recruitment/Tender Process for Finding Developers

FitMenCook iOS - Recipe App - <https://itunes.apple.com/gb/app/fit-men-cook-healthy-recipes/id980368562>

- Built Technical Specifications and Designs for Featured Products inside Recipes
- Content Management (Recipes) Each Month
- Generation of New App and Design Assets Each Month
- Upload & Release Management to App Store Connect

Snapsie - Before/After Progress Pictures - <https://itunes.apple.com/gb/app/snapsie-take-progress-pictures/id1180244595>

- Built Technical Specification for initial iOS app
- Co-Developed via Swift and Auto-Layout

ScoreLord - No Longer Available

- Designed and Implemented novel UI on iPhone and Apple Watch For Scoring Tennis Matches
- Self-Coded implementation using Firebase Real-Time Database
- Expanded Functionality to Become A Social Network
- Managed Senior Freelance Developers with Implementing Complex Features - e.g. Push Notifications & Apple Watch
- Later retired app