

SARAH ZUK

PRODUCT MANAGER

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💻 www.zukpro.com

🏠 Los Angeles, CA

EDUCATION

CERTIFICATE
Human Computer
Interaction
Coursera
2013

BACHELORS OF ARTS
Duke University
2007 - 2011

EXPERTISE

Product Management
Feature Ideation
Product Requirements
Backlog Prioritization
Launching products at scale
> 1mil budget products
Remote team management
Information Architecture
Product Marketing
Information Architecture
UX
Annotated Wireframes
Design Thinking

EXPERIENCE

PRODUCT STRATEGIST

Freelance | 2017 - 2018

- **The Enthusiast Network**

Sr. Product Consultant: Drove user engagement and subscriptions

Tasks: on-boarding flow redesign, subscription flow redesign, competitive research, app store optimization, app logo redesign, marketing language.

- **Untapped Movement**

Sr. Product Strategist: Created new product for a start-up

Tasks: helped a startup pivot to create a new product offering, owned all product and project management tasks, hired designer and collaboratively redesigned website, managed budget and expenses of contractors, made a functional prototype, created audience breakdown for Hulu.

- **Turner Broadcasting**

UX Generalist: Created user personas and design thinking best practices

Tasks: Created first ever personas for user base, created training materials for product design sprints, trained team members on product design sprints.

PRODUCT MANAGER, UX GENERALIST

Turner Sports Interactive | 2014 - 2016

- March Madness Live for Desktop, Android, Kindle, iOS
- NCAA.com

Desktop product accomplishments: Launched product responsible for 50% of product suite revenue, managed total redesign of product which led to increased consumption across all KPIs; led product ideation across all March Madness products, led product design sprints for entire March Madness product suite (15 applications).

Mobile product accomplishments: App sustained most concurrent live video streams of any other sports video app; 4 star average reviews; #1 Sports App, #4 App in Google Play Store in March; 1 million downloads

TOOLS

JIRA

Agile, Kanban, waterfall

Some JSON, HTML

Product Design Sprints

Game Storming

Microsoft Office suite

Google Drive

Sensor Tower

Marvel Prototypes

Omnigraffle

Charles Proxy

Confluence

EXPERIENCE Continued

ASSOCIATE PRODUCT MANAGER

Turner Sports Interactive | 2012 - 2014

- March Madness Live for Android, Kindle, iOS
- In-house predictive gaming app

Accomplishments: Improved 2014 Google Play store rating from 2 stars to 4 stars; #1 Sports App in Google Play Store in March; 1 million downloads; led mobile bracket redesign that resulted in significant increase in usage; user base increased significantly for Android devices.

PRODUCT MANAGEMENT FELLOW

Turner Sports Interactive | 2011 - 2012

- NCAA sports app
- March Madness Live VOD microsite

Initiated an educational rotation in web development, structured data, app development, and social integrations.

OTHER EXPERIENCE

SAT TUTOR

Study Smart Tutors | 2017 - 2018

- SAT tutor for underprivileged schools

I work with a non profit to go into classrooms and provide SAT prep courses to students in underserved areas of LA County.