Alicia Drinkwater
Product Manager

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Awards & Honors

Indigo Silver, Indigo

17 honors including Interaction Design, Interface and Navigation, Logos, Technology, Product, Apps, and more

Indigo Bronze, Indigo

19 honors including Product, Innovative Mobile Technology, Branding, Digital Tools, Website, Electronics, and more

Summa Cum Laude, Savannah College of Art and Design

Certified Associate in Project Management, Project Management Institute

Indigo Silver, Indigo

Two honors in UX, Interface & Navigation and Web Design

Indigo Bronze, Indigo

Two honors in UX, Interface & Navigation and Mobile App

Academic Honors Scholarship, SCAD

Achievement Scholarship, SCAD

Dean's List, SCAD

Mira Educator of the Year Nominee, Techpoint

Pacemaker, National Scholastic Press Association (NSPA)

Silver Crown, Columbia Scholastic Press Association (CSPA)

Experience

Senior Product Manager I & II, BuildBook, Aug. 2022 - Present
I lead a team through cyclical build and design workflows to push outcome-based experience improvements.
Increased user invites and accepts, especially in under-engaged external users. Created a department-wide user research process tied to an OKR to increase internal engagement with users and drive continuous discovery habits. Built and maintained multiple analytics dashboards pertaining to user engagement, retention, and churn. Partnered with senior leadership to identify, pitch, and shape features based on feedback and product analytics.

Product Manager, ThriveDX, Aug. 2021 - Aug. 2022
I served as the product manager of instruction, using storytelling and data-driven decision-making to help place over one million students in careers by 2030.
Led a product initiative that resulted in a 10% decrease in the company's largest expense. Coached other product managers to fill in skill gaps. Visualized, implemented, and created proprietary company data to drive product-market fit and product value. Developed operational procedures as a founding member of the product team.

Founding Product Manager, nodMD, Feb. 2021 - Aug. 2021
As the founding product manager, I implemented Agile and LEAN to bring organization, focus, and hustle to a complex and nuanced experience.
Acted as a product advisor to the COO, providing input on product strategy, vision, timing, and design. Implemented a data-driven product strategy emphasizing human factors while reducing procedural redundancies. Introduced an empathetic, human factors-driven leadership strategy to focus engineering and design resources in a challenging culture.

Director of Product Management, CSA360, Feb. 2019 - Feb. 2021
I implemented Agile to empower an overworked team plagued by miscommunications.
Improved developer efficiency by 150% within six months of implementing new product management strategy. Found product-market fit through lean, iterative, and collaborative methodologies. Coached programs of intern students to develop product and brand strategies for a business with unique value within a 3-month program.

Product Consultant, Archon Tech Strategies, Dec. 2017 - Feb. 2021
I partnered with startups as a product consultant to develop and deliver digital products.
Acted as a product strategist, advisor, and coach to early-stage B2B and B2C startups. Collaborated with startup stakeholders to holistically identify LEAN products and business models that support one another. Designed products centered around empathy and human factors to create positive and profitable user experiences.

Creative Director and Acting Product Manager, Communicode, Aug. 2016 - Mar. 2018
I led creative and visual strategy on an early-stage startup, designing visuals and service models to support a highly technical product.
Collaborated cross-functionally to define, develop, design, and deliver feature and function requirements, contributing to all roles on the R&D team. Established cohesive product marketing strategies in partnership with the CMO. Defined brand strategy and creative direction. Led product strategy on a multi-functional B2C and B2B SaaS product.

Education

Savannah College of Art and Design
B.F.A., User Experience, Minor, Graphic Design. Summa Cum Laude.

View my full resume at aliciadrinkwater.com