

Graham Roth

www.gsroth.com | graham@gsroth.com | (781) 801-3021

Experience

Mar. '19 - Present **Pinterest, Product Manager, Growth Platform**

- Set vision and design features for four main internal tools that drive user growth:
 - **Localization Platform:** Infrastructure for translating and localizing Pinterest into 33 locales, supporting 74% of WAU and 13% of revenue
 - **Copytune:** Easy copy experimentation that drives millions of incremental WAU
 - **Experience Framework:** Platform for internal users to be able to create and manage in-app experiences for consumers, driving millions of additional WAU
 - **Pinner Communication Platform:** Tooling to allow Marketing and International teams to create and send 1M+ emails to partners every week
- Work with stakeholders across the company to understand needs and define roadmap, as well as managing ad-hoc support and feature requests
- Promote collaborative and inclusive team culture, including restructuring team to move faster and respond agilely to shifting company priorities

Jun. '15 - Feb. '19 **IXL Learning, Product Manager, Family experience and International**

- Worked closely with executive team and internal stakeholders to define the roadmap for owned areas which drive millions of dollars in revenue each year
- Leveraged qualitative and quantitative data to design polished user experiences and worked with Design, Engineering, and QA teams to execute on those designs
- Used A/B testing to optimize membership conversion funnel and other key surfaces

Feb. '15 - Apr. '15 **PlateJoy, Director of Operations**

Education

MS Computer Science, *Stanford University (Concentration: Human-Computer Interaction)*

BS Physics and Computer Science, *Stanford University (Concentration: Human-Computer Interaction)*

Skills

Software: JIRA, Trello, Photoshop, Illustrator, Sketch, Figma, Zeplin, TestRail

Languages and frameworks: HTML, CSS, Javascript, SQL, React, Java, jQuery, Ruby, Rails, PHP, Sass

Human languages: English, conversational Japanese, some French

Passions: Food, education, music, theater, circus, design, community, people, languages, travel