

RICHARD HORTON

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EXECUTIVE PROFILE

Product Manager / Design Manager

Hands-on product professional who is strategic, collaborative, empathetic, analytical and customer-focused.

Skills

- UX, UI & Prototype Design
- Product Requirement Documentation
- Feature Prioritization & Roadmaps
- User Research, Focus Groups
- A/B Testing, User Testing
- Marketing & Conversion
- Google Analytics, MixPanel, Braze
- Project Management
- Agile/Waterfall

Professional Highlights

- Successfully launched official social media presence of Major League Baseball, LA Kings, Liverpool Football Club, Slipknot, and others on responsive web.
- Led a team that drastically improved the company's design output for web and mobile.
- Successfully launched MyATP, the official men's tennis app on iOS & Android, with an iTunes rating of 4.4.
- Designed and launched company's in-house CMS.
- Built a 15 person art department with a complete vertical from design to sales.
- Substantially increased Lifetime Value of the Customer through A/B testing.

SELECTED EXPERIENCE

PRODUCT MANAGER • January 2015 – December 2017

Vixlet

I was asked to join the newly created product department of this social media platform, helping users connect through shared passions.

- Led a team that drastically improved the company's design output for web and mobile.
- Served as Product Manager for all web properties and internal tools (launches include Major League Baseball, LA Kings, ATP, Slipknot, Liverpool Football Club and other global properties).
- Product Manager for the mobile launch of MyATP, the official social media outlet of men's tennis.
- Wrote Product Documentation, Functional Requirements, and User Stories.
- Maintained long and short term roadmaps.
- Prioritized sprints and backlogs.
- Provided UX and UI design for mobile and responsive web.
- Worked in an Agile environment, using Confluence & JIRA, in both functional and cross-functional teams.

CREATIVE DIRECTOR • June 2013 – July 2014

MobLab

This educational games startup hired me to lead the company's design team and improve the user experience of their web console and games. We developed over a dozen new games and improved existing ones for iOS, Android and web browsers simultaneously.

- Worked hand in hand with the engineering and offshore development teams to improve UX through focus groups and user testing.
- Worked directly with world class economists including Nobel Prize winner, Al Roth, to craft games based on their work.
- Continually released iterative improvements to our instructor console and student apps.
- Created or art directed all promotional paraphernalia, including videos, animated demos, banners, postcards, etc.

CONSULTANT • July 2006 – May 2013

I worked independently for a number of years, providing design and advertising consultation for various clients including: Obama For America 2012, Campfire (for Cinemax), Usability Pro, N.V. Perricone Cosmeceuticals, The Honest Company, Match.com and others. Created entire ad campaigns from concept to delivery.

CREATIVE DIRECTOR • May 2001 – June 2006

ALENA (FOX Interactive Media)

I began as Creative Services Director and became Creative Director of its product marketing arm, Alena. Here, I built a team of 15 designers and copywriters who would brand new products, design packaging for them and sell them online. One of our products, Hydroderm, became the best performing direct marketed cosmeceutical in its field. Over the course of my tenure Alena twice doubled in size and profitability.

- Optimized the user's path to purchase and organized focus groups and usability testing.
- Used A/B and multivariate testing to drastically improve the LTV of the customer.
- Web design, packaging design and copywriting.
- Managed large-scale projects, employee reviews and departmental budgeting.
- Met regularly with heads of Marketing, Sales, CRM, and the President to strategize brand development and LTV enhancement.
- Wrote feature articles, tests and quizzes.

EDUCATION

B.F.A., UNIVERSITY OF SOUTHERN CALIFORNIA, School of Cinema.

User Experience Design, UCLA Extension

COMPUTER SKILLS:

Sketch, Zeplin, Invision, Adobe Creative Suite, JIRA, Confluence, Axure, Balsamiq, AfterEffects, FinalCut, Sublime Text 2 and other programs.

–Knowledge of Javascript, CSS, Laravel, Vue.js, Actionsript 2 & 3

–Unsurpassed in the creation of margaritas

Portfolio:

Hypnoid.com