

Airlia Hansen

Sr. Product Manager

airliahansen.com
Vancouver BC Canada

SUMMARY

Successfully achieving business goals and customer needs for over 10 years through intuitive design, clear communication, collaboration and data analysis. I can lead any team from inception to launch, translate complex/ambiguous ideas into tangible requirements, and build trusting relationships that inspire great results. I've launched six new products from scratch, and increased efficiency and satisfaction of three existing products, across native and web apps, including eHealth, billing/marketing, entertainment and social.

SKILLS

Leadership • Excellent Communication • Collaboration • UX Design • Product Strategy • Roadmaps • Data Analysis • Critical Thinking • User/Market Research • User Centric • Data Driven • Agile Development • Time Management • Stakeholder Partnership • Jira • Agile Methodologies • Problem Solving • Analytical Skills • Interpersonal Skills • Entrepreneur • Self-Starter • Skilled Multi-Tasker • Fast Learner • Passion for making people's lives easier

EXPERIENCE

Senior Product Manager Consultant at Shred Capital — *Vancouver BC*

APR 2024 - PRESENT

- On-call consultant and mentor for startup companies needing guidance in defining their product vision, strategy and user journey in order to gain additional funding
- I help clarify the details of their vision so they can successfully achieve their goals

Senior Product Manager at airG Inc. — *Vancouver BC*

SEP 2022 - MAR 2024

- Delivered continuous improvements to two internal billing/marketing platforms by becoming the subject matter expert, diving into user pain points, identifying and prioritizing which complex technical challenges to solve, increasing efficiency, decreasing errors and time wasted, and increasing user understanding of complex reports, data sets and settings that had to be accurate for the company's finance department and our external partnerships
- Defined and executed the end-to-end product development for a new PFL sports web app, including product vision, strategy and roadmap, working with cross-functional teams and external partners to acquire new users globally

- Increased reach, partner satisfaction and product stability for the B2B side of the eHealth product BrainTest by implementing the product strategy created, in coordination with the D2C manager and external partners, to increase revenue
- Kept sensitive data secure through HIPAA compliance
- Proactively organized and led teams (customer support, sales/marketing and dev integration) through the setup and implementation of user acquisition and billing flows for acquiring NBA League Pass subscribers in the Middle East
- Shared clear MVP, sprint and milestone goals as the scrum product owner, managing the backlog, prioritizing epics and leading retrospectives
- Collaborated closely with design, engineering, finance, customer support, and marketing, to prioritize and deliver value to the three products I managed at once
- Mentored product designers and managers through one-on-ones, detailed review and learning sessions, providing feedback and inspiring growth

Product Manager at airG Inc. — *Vancouver BC*

SEP 2020 - SEP 2022

- Drove the creation and launch of the video entertainment app QuickClips, and continued to measure it's success as it generated \$1+ Million in annual revenue
- Clearly defined detailed product requirements (from ambiguous business goals) and guided designers and developers through the delivery of the best solutions
- Collaborated with legal to properly implement billing and account features, terms and privacy policies and COPPA compliance
- Monitored KPIs and investigated user and market data to understand and advocate for users and the product while evaluating product performance, identifying opportunities and delivering data driven, consumer focused results
- Successfully re-designed our corporate website and two internal billing/marketing web apps to improve the user journey and company efficiency
- Achieved business goals on time with attention to detail and big picture thinking
- Communicated objectives and requirements clearly to cross-functional teams of 20, external partners and stakeholders based on customer and business needs

Sr. Product Designer / Product Designer at airG Inc. — *Vancouver BC*

SEP 2020 - SEP 2014 / MAY 2011 - SEP 2014

- Created and launched Just10 social app and QuickClips from inception, working with company CEO and Art Director to define and execute MVP
- Created detailed specs, user stories, wireframes, flow charts, prototypes and user journey maps that the design, development and management teams understood
- Collaborated with developers, designers, and other team members, iterating on feedback and creating achievable designs that satisfied users' needs
- Applied user and market research insights into my designs to produce high quality UX that is familiar and easy to use as well as delightfully innovative
- Redesigned a social network app Hookt to improve UX on different platforms, achieving >50K MAU

EDUCATION

Masters in Digital Media at the Center for Digital Media — *Vancouver BC*

SEP 2009 - APRIL 2011

- Developed leadership and design skills with hands-on experience working in cross-functional teams building innovative interactive products for industry clients
- Established best practices as a UX design intern at EA in Montreal

BSc in Primatology, Minor in Music at UofC — *Calgary AB*

SEP 1999 - APRIL 2004

- Completed with distinction and with field work studying howler monkeys in Belize

REFERENCES

- From Art and Tech Directors, VP of Product, and Sr. Project Managers
- Available upon request