



john revels

PRODUCT LEADER

🎓 EDUCATION

B.A. - History
Texas State University
San Marcos, TX
2006-2010

A.A. - Visual
Communication
ACC
Austin, TX
2012-2014

🛠️ SKILLS

Roadmapping
Mentorship
Project Management
Communication
Agile Software Dev
User Experience (UX)
User Interface Design (UI)
JIRA
Prototyping
Data Analysis
Wireframing
SQL
React
Figma

📞 CONTACT

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Austin, TX

🌟 ABOUT ME

Highly skilled Senior Product Manager with 10 years of experience, currently specializing in the design, development, and strategy of SVOD/AVOD streaming applications for Rooster Teeth Productions, a Warner Bros. Discovery company. Proven track record in overseeing cross-platform roadmaps for web, iOS, Android, Roku, Apple TV, Android TV, Fire TV, and Xbox. Demonstrated ability to lead agile teams, drive KPIs, and deliver user-centric solutions. Passionate about leveraging data-driven insights to optimize user experience and drive business outcomes. Adept at identifying customer needs and translating them into actionable plans to achieve both user satisfaction and business goals.

💼 EMPLOYMENT

Senior Product Manager

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Jan 2020 - Present

- Spearheaded the development and execution of product roadmaps for SVOD/AVOD streaming apps, impacting more than 5 million users, increasing ad revenue by more than 10x through server side ad insertion.
- Delivered an acquisition funnel for web and mobile that increased sign up conversion rates to 63%
- Led cross-functional teams across design, engineering, sales, and marketing to deliver high-quality features on schedule like search recommendations, which increased successful searches by 54%
- Defined and prioritized feature requirements, user stories, and backlog items, facilitating agile development cycles across web, iOS, Android, and smart TV platforms.
- Conducted A/B tests, user surveys, and interviews to gather qualitative data
- Implemented analytics and performance metrics to continually monitor user behavior and application health, driving iterative product improvements.
- Led team of UX/UI designers to optimize user experience across various platforms
- Managed relationships with key stakeholders and external partners to align product goals with business objectives.
- Coordinated go-to-market strategies, working closely with marketing and sales teams to maximize outreach and customer acquisition.
- Conducted regular competitor analyses to identify market trends and opportunities for product differentiation.
- Mentored product team members, enhancing productivity and job satisfaction.
- Presented quarterly product updates and roadmap vision to executive leadership and stakeholders.

Product Manager

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Jan 2018 - 2020

- Managed the full product lifecycle of 5 new TV streaming apps from concept to marketplace, resulting in a 40% increase in video consumption.
- Developed and maintained a prioritized product backlog for web, iOS, Android, balancing business needs and resource availability.
- Collaborated with engineering teams to ensure timely delivery of high-impact features and resolved blockers efficiently.



- Conducted user interviews and surveys to gather insights, informing product strategy and feature development.
- Analyzed key performance indicators (KPIs) to evaluate product success and inform future roadmap decisions.
- Worked closely with UX/UI designers to develop user-centric interfaces and improve overall user experience.
- Assisted in preparing and presenting business cases for new features or enhancements to stakeholders.
- Facilitated agile ceremonies, including sprint planning, daily stand-ups, and sprint reviews, to ensure effective communication and project progress.
- Led cross-functional efforts to troubleshoot and resolve product issues post-launch, minimizing downtime and user impact.
- Conducted competitive analysis to identify market opportunities and threats, informing both short-term and long-term product strategy.
- Contributed to annual planning sessions, ensuring alignment of product goals with organizational objectives.

● **Senior Product Designer UX/UI**

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2017 - 2018

- Led the design strategy for AVOD/SVOD streaming apps across multiple platforms, including web, iOS, Android, and internal tools (CMS)
- Conducted comprehensive user research to identify pain points and opportunities, informing the development of user personas and experience maps.
- Developed interactive prototypes and conducted usability tests, leading to actionable insights and design improvements.
- Implemented a responsive design framework to optimize app performance and user experience across different devices and screen sizes.
- Oversaw and mentored a team of junior designers, facilitating design reviews and fostering professional growth.
- Utilized data analytics tools to monitor user behavior post-launch, iteratively optimizing designs based on user feedback and performance metrics.
- Established design guidelines and best practices, standardizing the design process across various projects and teams.
- Presented design concepts and deliverables to senior leadership and stakeholders, securing buy-in for proposed design solutions.
- Conducted A/B testing to validate design hypotheses, using results to make data-driven design decisions.
- Played a key role in cross-departmental initiatives, representing the design team in strategy meetings and roadmap planning sessions.

● **Senior UX/UI Designer**

SITEGOALS

2016 - 2017

- Spearheaded UX/UI design projects for a diverse portfolio of clients in media, healthcare, and e-commerce
- Led client meetings to gather requirements and set project scope, establishing clear design objectives and deliverables.
- Developed wireframes, mockups, and high-fidelity prototypes tailored to individual client needs
- Managed and mentored a team of 3 junior and mid-level designers, overseeing their work to ensure high quality and coherence with client objectives.
- Collaborated closely with developers to ensure the technical feasibility and accurate implementation of design components.



● **Senior UX/UI Designer**

TECHPINES

2014 - 2016

- Spearheaded UX/UI design projects for a diverse portfolio of clients in education, real estate, and e-commerce
- Designed brand identity systems that included logos, websites, and social media assets
- Developed a range of marketing materials, including brochures, flyers, and presentations, resulting in improved customer engagement

“ REFERENCES

“ **Sarah Hall**

Senior UX Researcher | YouTube, Google

If you're searching for a talented Product manager, John is your guy. I started collaborating with him when RoosterTeeth joined the Elation/Crunchyroll universe. John always impressed me as a master of innovation and jack of all product-related arts. He is also an excellent communicator who brings a sense of humor and lightness to any project he works on. From branding to UX design to technical product processes, you can find him expertly spinning plates and solving user problems.

“ **Adam Tyler**

Staff Engineer | PrizePicks

I've worked with a lot of great people in my career, but John is in a league of his own!

I worked with John for over 5 years when he started as a UI/UX designer at Rooster Teeth and eventually worked his way up to Sr. Product Manager. In that time we built a cutting-edge streaming video experience from scratch and launched numerous apps on countless platforms. We also became good friends, and shared countless laughs. John has a drive and passion that is hard to come by.

He has a unique talent for understanding both the business needs and end user needs, find a way to mesh them together, and then put together a plan to achieve it. John has the best attitude you will find. The humor is always there and he will build up those around him, both as a leader or a peer and he's always happy to work through the details with anyone. Some of the best collaboration of my career came through working with him. His technical chops are literally second to none (even though he sometimes likes to self deprecate and tell you otherwise).

I cannot say enough good things about John. I just know if he is involved, whatever the project is, I have zero doubts that the outcome and whatever is produced will be great.

There's no person who I'd rather be sitting next to for long hours in a dungeon 'clickity-clacking' my keyboard! He's a superstar and a must-have for any team.

“ **Ben Stedman**

Senior Product Director | Rooster Teeth Productions

We set an ambitious goal to launch 5 brand new living room apps in advance of the RWBY vol 8 premiere. Before a single line of code was written, John thought through and designed every screen, every interaction, every KPI, and considered the unique requirements of every targeted platform.

This attention to detail and commitment to preparation set the baseline for success. Not only did this prepare us for achieving our goal of launching 5 modern living room app experiences, it allowed us to do so without creating a single new asset for 17 years of content - a critical component of meeting our aggressive timeline and budget.

“ **Crystal Jackson**

Senior User Experience Designer | Roku

John Revels is a unique breed of half creativity, half deep understanding of computing. His understanding and care for the core users' experience mixed with nuance around interface design and timing of product creation/roll-out makes him a great go-to person on any team. He's also a joy to be around/chat with, which adds to morale, which I find important. As a person, he's caring and honest. Get him started on his thoughts around the importance of Retention strategy - it's fantastic.

