

Audrey Vincent

Product Manager

Digital product manager with 4.5 years of experience leading software teams and launching products backed by user research. I'm passionate about the user and products that unlock opportunities and insights for everyone.

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Product Management Consultant

Amerlight Energy - Remote | November 2022 - Present

Design and implement commercial-scale renewable energy storage systems.

- Product manager of a B2C energy usage mobile app and 2 renewable energy marketplaces for solar, battery, inverter, smart panel, and LED products.
- Design investor pitch decks, conduct market research, and organize product documentation to streamline sales and project management processes.

Product Manager

Guild Education - Denver, CO | June 2021 - November 2022 | guild.com

Provide free education benefits for employees at Walmart, Target, Lowes, etc.

- Owned a B2B2C admissions data platform enabling 200+ education partners to track 300K+ students from lead to enrollment via a desktop app and APIs.
- Gathered quantitative data with SQL and qualitative research with 15+ users to validate an onboarding redesign that resulted in 80% customer satisfaction.
- Led a newly formed agile team, introduced design reviews, and implemented test plans to improve the productivity and feature capacity of team by 60%.

Technical Product Manager

Ancestry - San Francisco, CA | January 2020 - June 2021 | ancestry.com

Discover your genealogy through family history records and genetic insights.

- Led 3 software teams from ideation to launch AncestryHealth, a B2C genomic product, selling over 300K DNA kits with a 75% activation rate.
- Pivoted quickly with internal cross-teams and external partners (Quest Diagnostics) to define APIs and present roadmap to C-suite level stakeholders.
- Aligned with 10+ internal teams in under 4 months to process over 20K additional cancer health insights using a new sequencing technology (NGS).

Associate Product Manager

Ancestry - San Francisco, CA | July 2019 - January 2020

- Led agile team for AncestryDNA Traits, a B2C mobile and desktop add-on to Ancestry's ethnicity test that delivers 30+ personalized insights based on DNA.
- Conducted A/B tests to validate a redesign that raised customer satisfaction by 43% overall and 75% when using a new interactive map-based feature.
- Collaborated with marketing to release 7 new traits in a 20K person beta to test pricing and marketability for a potential DNA subscription product.

Product Management Intern

Ancestry - San Francisco, CA | Summer 2018

- Led multiple agile teams and collaborated with 5+ stakeholders to prototype, test, and plan the roadmap and release of AncestryDNA Traits.
- Launch resulted in a 326% increase in weekly visits to all DNA products. As of 2023, AncestryDNA + Traits is Amazon's Choice with a 4.7 star rating.

Director, Nonprofit Coworking Space

The Anvil - West Lafayette, IN | August 2017 - June 2018 | anvilstartups.com

Startup accelerator and coworking space on Purdue University's campus.

- Directed a nonprofit coworking space, built a 20-person team, raised \$50K, organized a startup accelerator, and supported over 40 student startups.

Achievements

Launched and grew

AncestryDNA Traits from 50K to 1.8M customers.

Raised AncestryDNA Traits' customer satisfaction rate by 43% overall and 75% with a new interactive map feature.

Owned an edtech product that introduced 300K+ prospective students to 200+ institutions.

Released AncestryHealth to 300K customers, an innovative genetic health product powered by Next Generation Sequencing technology (NGS).

AncsetryDNA + Traits won Amazon's Choice for Genetic Tests with a 4.7 rating (2023).

Led a nonprofit coworking space with 200 members, raised \$50K, and supported 40+ student-led startups.

Education

Purdue University | 2019

B.S. in Computer Science

Minor in Art and Design

Certificate in Entrepreneurship

Skills

Agile

JIRA

User Research

Excel

Roadmapping

A/B Testing

SQL

Snowflake

FullStory

Mixpanel

Prototyping

Figma

Creative Cloud

Javascript

Python

HTML / CSS

Additional Roles

Frontend Engineer Intern

Ancestry | Summer 2017

Redstitch Digital | Summer 2016