

# TYLER COLE

Digital product manager, engineer, designer, writer, and entrepreneur

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## MoMA

### Senior Product Manager

August 2022–Present

- Leading online efforts to grow MoMA's \$14M annual membership program through conversion and retention projects
- Repositioned auto-renew opt-in and increased adoption by over 20%
- Increased conversion rate of membership pricing page 13% through A/B testing, adding \$550K to the annual run rate

## ATLAS OBSCURA

### VP of Community

February 2021–September 2021

- Completed customer research and a comprehensive opportunity assessment of membership program
- Developed a board-endorsed, membership and subscription revenue plan

### COO

September 2016–January 2021

- Managed Product, Engineering, Design, Audience, Marketing, PR, Finance, and HR teams, driving cohesive and strategic operations
- Led the successful integration of Experiences product with lead investor Airbnb
- Implemented company-wide Objectives and Key Results (OKRs) and introduced a daily KPI email to align goals and improve performance metrics
- Assumed the role of interim CEO during critical 2020 leadership transition

### Head of Product

March 2015–August 2016

- Built a high-performing Scrum team and completed an on-schedule redesign
- Drove the launch of innovative products, including a list creation tool, affiliate storefront, and trip listings
- Implemented a successful SEO strategy that helped increase website traffic fourfold, from 2M to 8M monthly unique visitors

## SHUTTERSTOCK

### Product Director

February 2012–March 2015

- Hired and launched Conversion team focused exclusively on rapid, revenue-driven A/B testing
- Managed Customer, Contributor, Revenue, Conversion, and Mobile product owners as Shutterstock grew annual revenue from \$120M to \$328M
- Mentored new product owners on Agile, Scrum, and working with stakeholders
- Launched Facebook ad partnership and new subscription products

### Revenue Product Owner

November 2010–January 2012

- Led Scrum team responsible for optimizing conversion and retention while maintaining essential payment processing systems
- Innovated and evaluated product packaging, pricing strategies, and user signup processes to maximize conversion
- Instituted A/B testing frameworks and championed a culture of continuous improvement and data-driven decision-making

## EDUCATION

### Bachelor of Arts

*English Language & Literature*

University of Chicago

### Certificate

*Internet Design & Technology*

San Francisco State University

## EXPERTISE

A/B Testing

Agile Software Development

Progressive Web Apps

Pricing

Scrum Software Development

SEO

Subscription Models

Usability Testing

Web Analytics

## TECHNOLOGIES

CSS

HTML

JavaScript

MySQL

PHP

## ETC.

Designed and taught 14-hour

Usability course at NYU

Built an online writing platform and

authored the e-book *One Day You'll*

*Find Yourself*

Completed product training with

Marty Cagan

Volunteered for InvisibleHands

NYC poll worker

## TRAVELOCITY

### IgoUgo.com Product Manager

June 2007–October 2010

- Led IgoUgo.com to record revenue as interim General Manager
- Directed SEO initiative that increased daily organic search referrals by 200%
- Managed all existing and potential B2B partnerships

### IgoUgo.com Design, Editorial, and Usability Manager

October 2005–May 2007

- Managed 12-person Design and Editorial team
- Instituted and conducted regular usability testing
- Oversaw a technical optimization effort that halved average page load times

## Bored Button

### Founder & Sole Proprietor

January 2006–Present

- Designed, built, and continue to maintain boredbutton.com and 15 associated properties including guessthepin.com and emojiphrasebook.com
- Grew total network traffic to more than 6M monthly visits and 40M monthly page views