justin cegnar

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about

Product & tech leader with 15+ years creating best-in-class products
Business & data focused: set clear KPIs, iterate, gather metrics, observe, adjust
Cross-functional collaborator: engineering, design, data science & marketing
Consensus builder able to establish vision, drive product execution
Expert w/ roadmaps, balancing business/customer needs, priorities & resources
Skilled at conducting user studies, A/B tests, qualitative/quantitative analysis
Exceptional people skills; the best ideas rise to the top in a trusting environment
Extremely passionate about design, UX, user psychology & the creative process
Experience presenting to VIPs, communicating strategy, garnering alignment
Deep tech background, years of full stack dev, various languages/platforms
Entrepreneurial & pragmatic: make decisions, take risks, be accountable, learn
Long-term personal investor, B.S. in Finance and ability to understand financials

tech

JavaScript, Swift, Objective-C, Python, HTML/CSS, Java, ActionScript, PHP, JSP, Scala, SQL/NoSQL, Node.js, Countless Frameworks/Platforms, Bash, Data Analytics/Statistics, Photoshop, Illustrator, Sketch, iOS Dev, AWS, GCP

experience

Product Manager
Google (Contract)
Mar 2018 - Mar 2023 | NYC

- Led a fast-moving team of designers, engineers & data analysts on Primer, one of Google's highest rated mobile apps (rated 4.9 App Store, 4.7 Play Store)
- Increased Primer's north star KPI by 5x and drove user engagement to 3M MAUs via user studies, metrics analysis, A/B tests, features, collab w/ marketing team
- Oversaw the expansion of Primer from a small startup to a full-fledged Google app with global reach, supporting 13 languages and boasting 35M+ downloads

Tech Lead
Google (Contract)
Apr 2017 - Mar 2018 | NYC

- Built out and managed a highly scalable technical stack spanning App Engine, Datastore, Android/iOS, BigQuery, Compute Engine, WeChat, the web & more
- Created from scratch Primer Studio, a custom built platform for authoring, translating and distributing Primer educational content to millions of users
- Acted as major team contributor on product direction, strategy and features

Senior iOS Developer
Google (Contract)
Feb 2016 - Apr 2017 | NYC

- Acted as lead iOS dev on Primer, Google's state-of-the-art learning app, a highly custom, user-centric app with advanced animations, multiple languages
- Wrote code to the highest of industry standards, contributed to Google's main g3 repository, mastered Google's proprietary toolings and infrastructure

Developer | Consultant | Founder
Sep 2010 - Feb 2016

- Founded, created and launched two separate iOS apps: OSnap! for time-lapse & stop motion photography, and Flit, a location based maps app
- Built custom web apps for a roster of clients; advised on tech. Helped develop brand strategy: logo design, identity, web presence, marketing, SEO, etc

Senior Developer | Nov 2010 - Aug 2014
Full Stack Developer | Sep 2009 - Nov 2010
Second Thought
NYC

- Employed cutting edge web and mobile technologies to develop rich, immersive applications for high profile clients such as Time Inc. and Microsoft
- Architected and directed the application development process; engaged a wide range of tech including JS, Objective-C, Java, ActionScript, HTML5 & more

Creative Developer
IOMEDIA
Apr 2008 - Sep 2009 | NYC

- Designed and created custom RIAs, games, widgets & desktop apps across a broad spectrum of interactive media including 3ds Max, video, Flash & more
- Acted as lead programmer on large, collaborative, cross-disciplinary projects; planned and implemented program architecture for stability and reusability

education

B.S. in Finance; Minor in Theatre Arts – Univ. of Idaho (Summa Cum Laude)
Hunter College National Student Exchange, New York City