

ADRIANA T. TORRESAN

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Strategic product management leader, UI/UX designer, and former tech founder passionate about innovation, GenAI and improving people's lives.

Adriana.TT Consulting ([Website](#)), Los Angeles, CA

Product Management & Design Consultant Principal 01/2023 – Present

Practice Areas: Product Management, Product Strategy, Customer/UX Research, Product (UX/UI) Design, AI Design.

West Tenth, Los Angeles, CA (full-time)

Director of Product Management & Design – Marketplace 03/21 – 11/22

Two-sided marketplace connecting women-owned, home-based businesses with busy moms.

- Established product strategy, roadmap and OKRs in collaborating with cross-functional teams and leveraging qualitative and quantitative data to drive a 240% increase in GMV.
- Led the mobile app, website, and admin tool user experience by hiring and managing the design team, establishing the design process, and developing a design system.
- Oversaw and performed weekly generative and evaluative user research practice.
- Delivered 32% increase in activation, 47% increase in conversion, and 40% increase in retention by guiding product enhancements from concept to launch with new features like Customer Reviews, Notifications, Store Items, Discount Codes, Referral Program and Onboarding on iOS and Android [mobile apps](#).
- Led a native mobile team, including UI designers, engineers, QA, and a copywriter, and managed a new web team, launching a [new website](#) in 3 months.

Lupn, Glendale, CA (full-time)

Founder, CEO & Creative – GovTech Communication Platform 01/2017 – 11/2019

GovTech, SaaS, B2B2C platform helping mid-size cities expand community outreach.

- Launched native mobile apps, CMS, and admin tool in 6 months after securing a \$30k partnership with the Office of the City Manager, at the City of Glendale, California.
- Collaborated with the City to define the go-to-market strategy on the mobile app; consequently, reached 4K active users and 50% registration rate in the first month.
- Built and managed a product team of 6, including engineers, QA tester, and copywriter, throughout the product life cycle: from inception to implementation and analysis.
- Developed pricing strategies, P&L, marketing, fundraising, accounting and legal.

Letsplay, Jersey City, NJ (contract)

Head of UX & Product – Sports Marketplace 12/2018 – 08/2019

Marketplace helping recreation and wellness organizations grow.

- Discovered a higher-value opportunity with a new marketplace business model after

leading 60+ customer interviews and analyzing the competitors' landscape.

- In partnership with the founder, defined and owned the startup's first product ideation, including product vision, product roadmap, pricing model, and customer journey.

Age of Learning, Glendale, CA (full-time)

Sr. Product Designer & Manager – AI/ML Edtech Games 02/2015 – 03/2017

Educational games used by 20+ million preschools to 6th-grade children worldwide.

- Hired, led, and mentored UX designers by establishing the UX design discipline and process and implementing a user-centered culture.
- Owned the user experience of a new AI-driven, [adaptive learning math game system](#) while collaborating with game designers, teachers, and ML engineers.
- Defined product requirements and established alignment with cross-functional teams of teachers and engineers while building [reporting](#) and curriculum tools.

AdrianaTT Consulting, Glendale, CA (contract)

UX Design & Research – Interactive TV, Web & Physical Devices 03/2009 – 11/2014

Clients: Walt Disney Imagineering, BMW Group Designworks, DirecTV and Capital Group.

Schematic, Culver City, CA (full-time)

Senior UX Designer – Creative Agency, Interactive TV 10/2006 – 11/2008

Aptiv Digital, Burbank (full-time)

UI/UX Designer – Interactive TV, Set-top box 06/2004 – 10/2006

EDUCATION

Master of Arts, in New Media, **Academy of Art College**, San Francisco, California, 2004

Bachelor of Arts, in Graphic Design, **Federal University of Rio de Janeiro**, Brazil, 1999

Certification, Fundamentals of Product Management, **Stanford Continuing Education**, 2019

SPEAKING ENGAGEMENTS & PUBLICATIONS

- "Customer Research and Interviews" at Latitud Startup Accelerator, 2022
- "[Lessons From My Startup Endeavor](#)" at various locations, 2020
- "[How to Build a Product People Will Fall in Love With!](#)" at Code Like a Girl, 2020

SKILLS

Hard Skills/Tools: Customer/UX Research, UI/UX Design, Strategy, Design Thinking, Figma, Sketch, Invision, Zeplin, Adobe Suite, Miro, OKRs, Revenue Model (SaaS and transactional), Atlassian Suite, ClickUp, Notion, Mixpanel, Google Analytics.

Languages: Brazilian Portuguese (native). Italian and Spanish (intermediate).