JEREMY PERDUE

jeremy@jeremysjourneys.com | Remote (United States) | linkedin.com/in/jeremydperdue

Senior Product Manager experienced in building and scaling consumer platforms across dating, social discovery, AI-driven systems, and regulated financial environments. Skilled in taking products from concept to first launch, driving engagement, retention, and monetization through structured UX research, workflow clarity, and data-informed decision-making. Experienced in AI-assisted product design, prompt architecture, schema-driven systems, and specification refinement to support trustworthy, scalable platform experiences. Known for stabilizing complex products, coordinating distributed teams, and delivering user-centered solutions across web and mobile environments.

CORE COMPETENCIES

Product Strategy, Roadmapping, Subscription Monetization, User Trust, Safety Systems, Compliance Management, Identity Verification Systems, Regulatory Alignment, Requirements Analysis, Agile Leadership, Hybrid Delivery, Cross-Functional Collaboration, Data-Informed Decision Making, SQL Insights, Cohort Analysis, User Journey Mapping, UX Research, Usability Analysis, Interaction Design Patterns, Information Architecture, Prompt Architecture, AI Systems Architecture, Schema-Driven Design, Automation Design, Workflow Optimization, A/B Testing, Multivariate Testing, Experimentation Frameworks, Release Planning, Rollout Execution, Risk Mitigation, Change Management, Stakeholder Alignment, Operational Documentation, Knowledge Management Systems

PROFESSIONAL EXPERIENCE

Product Manager | FriendFinder Networks Inc. | Remote | 06/2023 to 08/2024

- Guided a cross-functional overhaul of subscription-tier logic with finance and engineering, delivering an 18 percent lift in new-subscriber revenue and a 12 percent increase in ARPU.
- Designed and delivered a mobile modernization of the media preview experience, driving a 28 percent increase in engagement and a 15 percent lift in conversions.
- Implemented age and identity verification workflows with Legal, UX, and Engineering, improving platform trust and onboarding quality without reducing conversion rates.
- Led a UX audit and regression analysis of under-tested releases, using behavioral data to guide phased rollbacks and stabilize critical workflows.
- Restored product discipline across fragmented CRM and marketing systems by re-establishing structured backlog management and cross-team alignment during organizational transition.
- Served as the operational link between U.S. Agile teams and overseas waterfall developers, translating product objectives into technical specifications and maintaining velocity across time zones.

Senior Product Manager (Contract) | Charles Schwab | Remote | 08/2022 to 05/2023

- Modernized client-statement experiences by translating complex financial rules into clear, user-friendly language and mapping end-to-end client journeys, improving comprehension while preserving full regulatory compliance.
- Designed and prototyped the Gain and Loss Summary using iterative UX validation to test feasibility and secure stakeholder sign-off, enabling the initiative to move forward with a clear, approved direction.
- Rewrote specifications for an in-progress statement redesign to reconcile regulatory requirements with intended UX updates, preventing a release rollback and protecting delivery timelines.
- Automated routing logic for alternate-format statements by replacing manual spreadsheet workflows with governed logic flows, reducing operational overhead and minimizing human error risk.
- Coordinated Legal, Design, and Engineering partners to maintain accuracy, alignment, and delivery momentum across a highly regulated Agile environment, keeping the project on track despite dependency complexity.

Product Manager | FriendFinder Networks Inc. | Campbell, CA and Remote | 07/2018 to 05/2021

- Designed the Video on Demand marketplace to extend monetization beyond live sessions and diversify earning paths for creators, broadening platform revenue options and increasing long-tail content value.
- Directed a rebuild of the live-streaming platform, unifying mobile and desktop architectures with multiple APIs and cross-device performance, increasing platform consistency and reducing tech-debt-driven regressions.
- Led development of a multi-broadcaster authorization and real-time audit system to enforce compliance standards, strengthening regulatory posture and reducing operational risk in high-volume environments.
- Oversaw live-broadcast infrastructure and mapped viewer, broadcaster, and studio journeys across the ecosystem, improving UX decision-making and aligning compliance and engagement needs across all surfaces.
- Used cohort analysis and light SQL validation to align UX, compliance, and monetization needs across twenty niche communities, improving decision accuracy and reducing cross-team friction during feature planning.
- Standardized email communications with mobile-responsive templates and structured re-engagement logic, creating more reliable lifecycle messaging and improving user clarity.
- Created an adaptive chat-simulation trainer for new broadcasters using guided behavioral patterns and progressive interaction scaffolding, improving onboarding readiness and helping reduce early-stage churn.
- Coordinated Agile U.S. teams with waterfall overseas engineering groups by translating product requirements into clear, time-zone-sensitive workflows, maintaining delivery cadence and reducing rework during handoffs.
- Transitioned across divisions during leadership changes while retaining institutional knowledge and stabilizing product continuity, preventing strategic drift and keeping initiatives aligned.

Product Manager | Military.com | San Francisco, CA | 05/2015 to 11/2017

- Led the 0→1 development of Transition by Military.com, a multi-device ecosystem with synced checklists and mobile persistence, earning a 4★ rating and securing sponsor renewal through strong engagement metrics.
- Integrated Traitify's image-based personality assessment API, mapping results to military and civilian career paths, producing 25,000 assessments with 92 percent completion rate and 1,800 new registrations in the pilot.
- Designed a behavior-based engagement and notification framework using predictive analytics to personalize prompts by transition phase, increasing retention and strengthening conversion across journey milestones.
- Optimized daily-use tools through iterative and analytics-driven testing using Google Analytics and Monetate to run A/B and multivariate experiments, improving reliability and reducing friction in high-traffic workflows.
- Used SQL to analyze email bounce and rejection patterns and implemented inline validation logic, reducing bounce rates by 20 percent and improving onboarding consistency.
- Collaborated with editorial, compliance, and business teams to align lead-generation flows and ad placements with user-trust expectations, maintaining transparency while meeting commercial and sponsorship targets.
- Used Balsamiq to build low-fidelity prototypes after scope alignment to secure stakeholder buy-in before design engagement, streamlining approval and reducing downstream rework.
- Supported the Fatwire-to-Drupal CMS migration by rebuilding content components, resolving data-source mismatches, and validating responsive layouts to maintain continuity and prevent user disruption.

Product Manager, e-commerce | Esurance | San Francisco, CA | 03/2014 to 03/2015

- Managed homeowners-insurance quoting and purchase flows, improving clarity for prospective customers and reducing friction in regulated entry points.
- Led cross-state compliance verification by documenting conditional logic and coordinating product, QA, and legal teams, reducing launch-blocking defects and ensuring smooth rollout across regulated markets.
- Mapped state-specific customer journeys across underwriting rules, disclosures, and compliance conditions to ensure accurate, state-aligned quoting behavior.
- Designed a dynamic interstitial marketing framework that surfaced contextual offers during processing delays within regulatory allowances, creating a compliant upsell path without disrupting purchase flow.
- Documented several state-specific interface requirements and contributed to a shared cross-state UI component library, which increased design consistency and reduced duplication across e-commerce surfaces.

- Authored the first unified operations manual for the Email Management System to standardize technical workflows across teams, improving reliability, reducing onboarding time, and increasing operational utility.

Product Manager | E*TRADE Financial | Menlo Park, CA | 05/2006 to 03/2014

- Managed E*TRADE Pro and MarketCaster, platforms serving over 100,000 daily users, by aligning roadmaps with regulatory requirements and active-trader needs, strengthening platform reliability and feature relevance.
- Led the decommissioning of MarketTrader and migrated more than 5,000 users into E*TRADE Pro with minimal disruption, consolidating product focus and reducing platform maintenance overhead.
- Conducted competitive analyses to support feature prioritization for active-trader platforms, ensuring roadmap decisions reflected market standards and customer expectations.
- Conducted a 50-participant card-sort study to redesign the E*TRADE Pro Tools menu, clarifying navigation patterns and contributing to the formation of the firm's first UX department.
- Completed HFI Usability Analyst certification to formalize UX research capabilities, improving the quality of user-facing investigations and supporting more data-driven design decisions.
- Supported Salesforce and iTrack rollouts by refining escalation flows and tightening feedback loops between operations and product, improving defect visibility and reducing turnaround time on critical platform fixes.
- Built an internal knowledge portal by organizing technical content, troubleshooting workflows, and escalation logic, improving accuracy and reducing handle times across three global call centers.
- Maintained delivery cadence during a leadership gap by applying Scrum Master certification and Agile facilitation, stabilizing team momentum and keeping releases on schedule.
- Led training and daily oversight for 30 agents and introduced WebEx-enabled remote troubleshooting, improving resolution rates and strengthening the team's ability to handle complex customer issues.
- Progressed from customer service to Product Manager by grounding decisions in compliance expertise, user empathy, and customer perspective to improve prioritization and align frontline issues with product strategy.

INDEPENDENT PRODUCT DEVELOPMENT & SKILLS ADVANCEMENT | 2024–Present

Jeremysjourneys.com | Travel Journal Website | AI-powered Travel Concierge | AI-powered Resume Tools

- Led multiple 0→1 product builds and engineered the WordPress/Elementor platform from scratch with modular frameworks, automation, analytics, and SEO foundations to support long-term growth.
- Authored the governed AI architecture behind Career Journey, Resume Tailor, and WANDA, integrating multi-layer prompts, schema validation, controlled vocabularies, and trust-centered conversational UX.
- Built the underlying service architecture to support future features and service expansion, enabling AI-driven concierge tools and new product evolution without rework or disruption.
- Established a governed product lifecycle with roadmap versioning, change control, staged rollout, regression validation, and operational documentation, ensuring continuity, error prevention, and repeatable workflows.
- Built a structured content ecosystem for 100+ travel destinations using taxonomy hierarchies, schema-based SEO, and automated metadata rules to streamline operations and support organized expansion.
- Led UX testing and IA experiments across navigation, readability, keyword density, and content layout, translating insights into interaction patterns that improved clarity, reduced friction, and strengthened user confidence.
- Established ethical guardrails for AI-assisted content creation, including provenance tracking, evidence validation, and transparency rules that prevent hallucination, scope inflation, and misattribution.
- Designed a flexible media system, including hero templates, galleries, icon standards, video workflows, and CSV-based alt text, aligned with accessibility and mobile-friendly interaction patterns.
- Implemented Google AdSense with compliant placement rules and category governance, establishing a revenue-ready architecture without compromising UX.
- Defined and managed an integrated content strategy on the journal, Instagram, and Facebook using intelligent captioning workflows, hashtag optimization, and engagement analytics to guide cadence and creative direction.

EDUCATION & CERTIFICATIONS

B.S. in User Experience Design (In Progress) - Western Governors University
A.A., Liberal Studies - De Anza College
Certified Usability Analyst - Human Factors International

TOOLS AND TECHNOLOGIES

WordPress, Elementor, Modular Theme Frameworks, JIRA, Confluence, Salesforce, iTrack, OpenAI GPT Tools, Prompt Architecture Systems, Schema Validation Tools, Controlled Vocabulary Systems, SQL Tools, Google Analytics, Monetate, Swrve, Spreadsheet Logic Automation, Balsamiq, Figma, Email Template Systems, UI Component Libraries, Schema Markup Tools, Taxonomy Frameworks, Information Architecture Tools, Metadata Automation Workflows, CSV-Based Media Pipelines, Alt-Text Production Pipelines, Google AdSense, Traitify API