

JEREMY PERDUE

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Product Manager with 15+ years driving growth across SaaS, subscription, insurance, and fintech products, with deep experience building trust and safety systems in regulated environments. Expert in onboarding optimization, trial-to-paid conversion, and behavioral experimentation, combining UX research, analytics, and A/B testing to reduce friction while preserving compliance and platform integrity.

CORE COMPETENCIES

Product Execution & Growth Experimentation, Subscription & Pricing Strategy, Monetization & Conversion Optimization, Analytical Modeling & Decision Support, Behavioral Analytics, UX Research & Journey Mapping, Information & Systems Architecture, AI-Driven Workflow Design, Trust & Compliance Systems, Cross-Functional Product Delivery

PROFESSIONAL EXPERIENCE

Product Manager | FriendFinder Networks Inc. | Remote | 07/2018–08/2024

- Led end-to-end development of a behavior-driven subscription-tier redesign, prioritizing initiatives based on user behavior and pricing strategy, delivering an 18% lift in new-subscriber revenue and a 12% increase in ARPU.
- Redesigned the mobile media preview experience using swipe-based interaction patterns informed by short-form video analysis, increasing engagement by 28% and driving a 15% lift in conversions.
- Restored product discipline by re-establishing backlog ownership, prioritization frameworks, and structured requirements across fragmented CRM and marketing systems during organizational transition.
- Implemented age and identity verification workflows aligned with trust and safety requirements, partnering with Engineering, Legal, and UX to improve platform trust and onboarding quality without reducing conversion rates.
- Conducted UX audits and regression analysis on under-tested releases, defining acceptance criteria and using behavioral data to guide phased rollbacks and stabilize high-risk user-facing workflows.
- Designed and launched a limited trial model with behavioral triggers and usage gates, converting 6% more free users to paid and improving 6-month retention by 2%, establishing a repeatable activation pattern.
- Directed a rebuild of the live-streaming platform, unifying mobile and desktop architectures to enable broadcasting for mobile users representing nearly 50% of the user base, reducing tech-debt-driven regressions.
- Increased monetization opportunities by designing a Video on Demand marketplace that extended revenue beyond live-broadcast sessions and diversified earning paths for creators, expanding platform revenue options.
- Designed broadcast authorization and audit workflows that clarified access, improved visibility into live activity, and reduced operational and trust-related risk in high-volume environments.
- Mapped end-to-end user journeys across a multi-sided streaming ecosystem, aligning viewer, creator, and operational workflows to support engagement goals while meeting platform compliance requirements.
- 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.

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

- Led end-to-end development of automated document processing for visually impaired clients, translating regulatory requirements into functional specifications and reducing processing time by 20 hours/month.
- Modernized client-statement experiences by translating complex financial and regulatory rules into clear, user-friendly language, improving comprehension while preserving full compliance.

- Rewrote product specifications and acceptance criteria for an in-progress statement redesign, reconciling financial regulatory requirements with UX updates and preventing a release rollback.
- 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.

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

- Led end-to-end 0-to-1 development of Transition by Military.com, a multi-device platform with synced checklists and mobile persistence, earning a 4-star rating and securing sponsor renewal.
- Integrated Traitify's personality assessment API, coordinating with the external vendor to map military to civilian career paths, producing 25,000 assessments with a 92% 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 by partnering with engineering and running A/B and multivariate tests using Google Analytics and Monetate, 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% and improving onboarding consistency.
- Optimized high-traffic lead-generation funnels by aligning editorial content, sponsorship placements, and product workflows, improving lead quality while maintaining transparency and user trust.

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

- Identified quote flow processing delays as conversion opportunities, designing dynamic interstitials to surface contextual upsell offers within insurance quoting flows without degrading purchase completion.
- Managed homeowners insurance quoting and purchase flows, improving clarity for prospective policyholders and reducing friction in regulated insurance entry points.
- Led cross-state insurance compliance verification by defining requirements, documenting conditional logic, and coordinating product, QA, and legal teams, 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.
- Documented state-specific interface requirements and contributed to a shared cross-state insurance UI component library, increasing design consistency and reducing duplication across e-commerce surfaces.

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

- Led product strategy for E*TRADE Pro (premium desktop trading platform), overseeing development in partnership with Legal, Risk, Compliance, and Infrastructure teams under FINRA and SEC regulatory frameworks.
- Owned and prioritized a multi-year product roadmap for E*TRADE Pro by analyzing four years of feature requests and user feedback patterns, balancing customer demand, regulatory constraints, and technical feasibility.
- Directed the decommissioning of MarketTrader, migrating 5,000+ active users to E*TRADE Pro while preserving workflows, data continuity, and operational trust.
- Conducted competitive analysis of active-trader platforms and third-party market data providers, informing feature evolution and integrations with external news and data APIs, analytics, and trading-signal tools.
- Led a 50-participant card-sort study to modernize professional trading workflows, improving discoverability and contributing to the formation of the firm's first UX function.
- Facilitated the team's transition to Agile, establishing backlog management practices and prioritizing strategic initiatives using market trends, stakeholder input, and user feedback.

Career Sabbatical (Planned) | Product Development and AI-Driven Product Systems | 08/2024–Present

- Developed custom GPT workflows, including conversation flows, prompt patterns, and validation logic to improve reliability in LLM-based interfaces.
- Owned and directly executed end-to-end development of a content and product platform using WordPress and Elementor, defining information architecture, taxonomy, and iterative UX improvements.
- Executed a data-driven SEO pivot and layout overhaul for 20+ content clusters; achieved an 8x increase in weekly page-view velocity and a 71% "Active View" viewability rate through UX-focused ad-load pruning.

- Leveraged Search Console telemetry to validate a "Logistical Journal" content format; realized a 207% increase in monetization efficiency (Impression RPM) by aligning site architecture with high-intent user queries.
- Advancing formal UX education to reinforce systems thinking, user-flow architecture, and the integration of research and analytics into roadmap decisions.

EDUCATION & CERTIFICATIONS

B.S. in User Experience Design (In Progress) – Western Governors University

A.A., Liberal Studies – De Anza College

FINRA Series 7 & 63 Securities Licenses – Required for customer-facing trading support role

Certified Usability Analyst (CUA) – Human Factors International

Certified ScrumMaster (CSM) – cPrime

TOOLS AND PLATFORMS

JIRA, Confluence, Salesforce, iTrack, SQL, Google Analytics, Adobe Analytics, Monetate, Swrve, WordPress, Elementor, Drupal, Fatwire, Balsamiq, Figma, OpenAI GPT, Google AdSense, Microsoft Office, Google Workspace