

James (Eric) Todd

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SUMMARY

As a logical and data-driven leader seeking a product manager position, I excel in leveraging research and statistics to drive impactful outcomes. I am highly effective at working in and leading teams. I am a technical problem solver, who is adept at learning and adopting new software. I am committed to delivering high-quality, research-driven solutions that meet user needs and business objectives.

WORK EXPERIENCE

Dreamten Design Agency

Associate Product Designer

Oct 2021 - Sep 2024

- Wrote, conducted, and reported on comprehensive user research studies from start to finish, developed UI/UX designs, and created design systems that enhanced client project cohesiveness and organization.
- Presented design updates and results to clients, engaged in strategic planning for app feature development, and utilized data analysis to inform design decisions.
- Helped Offline Restaurant Club achieve 100% YOY Growth Rate and a \$7.2 million funding round; helped Fathom become the #1 highest satisfaction product on G2 and a \$17 million Series A in 2024.

Carolina Hurricanes

Graphic Designer

Oct 2021 - May 2022

- Designed engaging graphics for high-traffic social media platforms, as well as graphics for PNC Arena operations.
- Achieved a collective reach of over 400,000 likes and 8,300 shares throughout the 2021-22 season, demonstrating effective audience connection across multiple digital platforms such as Twitter/X, Facebook, and Instagram.

Pack Creative - NC State

Graphic Design Intern

Aug 2020 - Jan 2022

- Completed graphic design projects, team photoshoots, and live design template updates during sporting events for all NC State Athletic programs, including complete brand control of the Women's Tennis team for a season.

NCSU Wellness & Recreation

Marketing Assistant Graphic Designer

Jan 2018 - Feb 2020

- Designed a wide range of creative marketing materials, including digital graphics, promotional flyers, and social media content, effectively enhancing the visibility and engagement of NCSU Wellness & Recreation programs among the student population.

NC State Hockey

Team Captain & Head of Marketing

Oct 2017 - May 2022

- Team Captain for 2020 and 2021 seasons, assistant captain for 2019 season, winning the ACC tournament in all 3 seasons.
- Designed the Icepack Hockey brand to allow merchandise sales, including a logo, jerseys, and social media posts with over \$350,000 of merchandise sales since 2020, transformed the program into a self-sustaining organization with sponsors and merch.

EDUCATION

North Carolina State University

May 2022

Bachelors, Business Admin IT Concentration, Arts Entrepreneurship & Psychology Minors

CERTIFICATIONS

PSPO I Certification, Scrum.org

2024

Agile Project Management Professional Certificate, Atlassian

2024

SKILLS

Value Optimization • Cross-functional Team Leadership • Agile Methodologies • Backlog Prioritization • Jira • SQL • Product Management • Analytical Thinking • Roadmap Development • Leadership • Stakeholder Engagement • Figma • Business Analysis • Scrum • User Story Creation • Self-Starter • Communication • Problem-Solving • Detail-Oriented • Backlog Management