

BRYAN SIM, PHD

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HIGHLY ACCOMPLISHED PRODUCT MANAGER with a track record of launching zero-to-one products, leading teams through product discovery, development, and launch, and leveraging strong leadership, communication, and research skills as well as insight into consumer behavior obtained from a PhD in Social Psychology.

CORE COMPETENCIES

Product Management | Product Strategy | Cross-Functional Leadership | Project Management | Market Research | UX Research | Data Analysis | Team Building and Mentoring | Communication | Problem Solving | Stakeholder Management | GTM Strategy | User Interviews | Usability Testing | Survey Design & Execution | Wireframing & Prototyping

EXPERIENCE

GOFUNDME

Principal Product Manager

January – December 2023

Senior Product Manager

August 2021 – January 2023

Oversaw new product development process from conceptualization to launch, working closely with cross-functional teams to identify market needs and develop product strategy. Conducted data analysis and research to drive feature development and enhance UX.

- Led cross-company team to build and launch native video, enabling organizers to connect more authentically.
- Defined minimum viable product for video on GoFundMe and earned buy-in from design and engineering by championing data-backed user personas and associated goals/behaviors.
- Coordinated stakeholders from trust and safety, fraud services, and legal to build out content moderation pipeline.
- Planned and executed go-to-market strategy with stakeholders from marketing and communications, including closed and open beta phases, staged rollout, and subsequent launch that leveraged VIPs/influencers.
- A/B tested use of ML/AI models to minimize user friction when choosing fundraising categories, proactively preventing user confusion and frustration.

OWLER

Product Manager

May 2017 – July 2021

Led research, development and launch of core features and new revenue streams up until company's acquisition.

- Boosted organic traffic to 12M+ pages by 400%+ by rearchitecting platform crawlability and page discoverability.
- Developed, launched, and grew new freemium revenue stream to \$1M ARR.
- Led user interviews that identified new target market and strategy focused on helping SMBs to self-serve.
- Drove product discovery to identify three key features needed to drive monetization (Newsfeed, Advanced Search, Instant Insights), and led product development and launch.

MOTIVATION LAB, NYU

Graduate Researcher

September 2012— January 2017

- Mentored over 20 research assistants and instructed them on experimental protocol, research methods, and statistics.
- Designed and executed numerous studies to discover how people compete with each other.

EDUCATION & SKILLS

Education: *PhD, Social Psychology; NYU, 2017.*
MA, Psychology; NYU, 2015.
BA, Psychology; University at Buffalo, SUNY, 2012.

Skills: Jira · Amplitude · Google Analytics · ANOVA · linear regression/mixed models · longitudinal data analysis · A/B testing · R · Ruby · MATLAB · Python · SQL · MongoDB · HTML/Javascript