

John Stavropoulos

 **Portfolio**
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 **Address**
Available upon request

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Available upon request

Experience

Senior Product Manager

Case Commons, NYC, 2015-present

Product Manager

Contractor, NYC, 2012-2015

Nike Foundation, Shanti Bhavan Children's Project, Girl Effect, Delicious TV

- ▶ Produced and designed educational games in Ethiopia for the Nike Foundation to help adolescent girls learn teamwork, financial literacy, and speak out against gender based violence.
- ▶ Managed and developed responsive mobile and web app for Shanti Bhavan donors on behalf of the Verizon Foundation. Created companion TEDx presentation reaching new sponsors.
- ▶ Produced internal content management system for Shanti Bhavan staff. Trained teams on using Agile Management for the first time.
- ▶ Built and hired cross-functional multidisciplinary teams. Worked directly with external clients. Represented multiple points of view, especially users, to define requirements and schedule, develop strategy, own roadmap, set budget, prioritize user stories to iterate, and deliver.

Creative Director & Product Manager

Contractor, NYC, 2009-2011

Homeland Security Law Review, Vegan Latina, NerdNYC, Perseus Books Group

- ▶ Co-directed branding and usability testing for six best-selling cookbooks shipping nearly a million units.
- ▶ Organized 26 live nonprofit events in NYC for thousands of attendees. Led and moderated Social Game seminars at industry conventions.
- ▶ Pitched, ideated, presented, wire framed, prototyped, designed, developed, usability tested, iterated, and delivered digital assets. Including responsive web and mobile applications, advertisements, visual branding, interfaces, and presentations.

Director of Digital Strategy

Nettmedia & Nettwerk, NYC, 1997-2009

- ▶ Pitched and won key clients including David Bowie, NASA, NY Yankees, The History Channel, Electronic Arts, Museum of Modern Art, Moby, Brooklyn Nets, The Whitney Museum, Sony, The Rolling Stones.
- ▶ Increased online revenue by over 300% via negotiating licensing contracts with Apple (iTunes), Google (YouTube), LastFM, Microsoft, Pandora, etc.
- ▶ Oversaw Avril Lavigne's "Girlfriend" video becoming the most viewed YouTube video in 2008. First ever to reach 100 million views.
- ▶ Implemented online street teams with over one million users to crowdsource IP creation and significantly increase merchandise sales.
- ▶ Built branding department that oversaw a roster of over 90 artists. Hired and mentored teams of designers, publicists, developers, producers, brand managers, and marketers to create Websites, DVDs, Apps, and Games for an award winning design studio.

Skills

Management

Project & Agile Management (Product Owner, Scrum Master), Digital Strategy, Market Research, Road Map, Budget, Schedule, Feature Scope, User Stories, Usability Test, Client: Pitching & Presentations, Staff: Hiring & Training, Optimization: Conversion & Onboard, Contract Negotiation

Creative

Creative Direction, Art Direction, Illustration, Pitch Development, Creative Briefs, Client Presentations, Prototyping, Design (Graphic, Web, App, Game, Interface, UX, Information, Userflow, Presentation, Wireframe, Responsive)

Programming

JavaScript, jQuery, CSS, HTML5

Software

Photoshop, InDesign, After Effects, Illustrator, Premiere, Final Cut, Word, Excel, Visio, PowerPoint, Keynote, Google Analytics, UXPin, Basecamp, JiraAgile

Education

School of Visual Arts

Animation, Illustration, Semiotics
NYC, 1996-1999