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About Me

Former Start-Up founder and passionate traveller who has spent much of my time working, travelling, and learning around the world. My background has allowed me to explore a plethora of different life avenues and attempt to pursue a life that I find fulfilled and with purpose. Most recently I am focusing on learning from my Impulse experience by jumping into various start-up or tech challenges. It has led me to find my space as a business centric Product Manager that loves converting concepts into code, and code into valuable user focused products. I am extremely dedicated to whatever role I pick up or create for myself, constantly delivering results, whilst simultaneously striving to work alongside brilliant people who challenge each other to do more.

Key Skills

- Product Management - Experience running teams (7+ developers) in Start-Up environments that were focused on user growth, consistent feature releases, and monitoring user behaviour response to our product pathway.
- Product Development - Meeting deadlines, agile development process, designing and planning product cycle (Chasm Jump), solving technical pivot problems and helping the QA process.
- Building Interactive App & Web Prototypes - Incorporate key design pivots and feedback loops from users and clients (Adobe XD & Figma).
- Self-taught UI & UX Design - User flow, platform behaviour, psychological patterns built into all early sketches, key wireframes, design research, and competition analysis.
- eCommerce Systems - Payment (Bespoke Stripe Connect & PayPal), Platform Security, Sonata Admin product listings, real-time analytics and data.
- Empathy Approach - Whether managing a team of developers, interacting with customers, or managing stakeholder expectations, the key is to listen, provide space for free thought, and truly understand their targets and needs.

Experience

Product Manager - NotLost

Nov 2019 - Nov 2020

My role at NotLost began directly supporting the Head of Product with a major software development project engaging a team of up to 14 external developers. We delivered a 9 month enterprise project with a major aero-focused company, collaborating with major international airlines. Simultaneously, my role also evolved into taking lead responsibility for the development of the core NotLost branch. This including actioning regular feedback from the sales team, liaison directly with customers around specific requirements, dissecting technical problems, design of prototypes and wireframes, and building dynamic and agile working relationships with my scrum team. Other than the 50 customers that used the NotLost SAAS lost property platform, we also had to integrate with DHL, Royal Mail, and FedEx, whilst also negotiating and presenting for start-ups like Bolt and major enterprise networks such as Transport for London (TfL).

Key Skills Implemented:

- Using both Sprint & Kanban development methods with separate development teams simultaneously (Jira, Confluence).
- Prototyping designs (at short notice) for various enterprise customers, potential clients, and our executive board (Adobe XD).
- Tracking customer behaviour on a daily basis using NLP bots, and also using Smartlook heatmaps to improve A/B testing (Smartlook, Wit.ai Bot).
- 6 months remote working - consistent clear communication, awareness of developer work schedules (with families at home), giving creative presentations over video.

CEO & Founder - Impulse

Aug 2015 - Sep 2019

Over the 3 years running Impulse, myself and a small team took an idea from concept, designed, raised money, built and been running a fully functional social commerce platform. We opened to 2100 Early Access Users and 450 Stores and had been in the process of working to raise another round of investment to offer a separate set of intelligent commerce tools. The role has included working on every single facet of the company; securing funding, managing budgets, creating our brand, networking, project managing our developments, sending A/B tested client emails, overseeing social media content creation, and professional collaborations. Impulse has taken immense dedication and enthusiasm to constantly overcome every hurdle thrown at it. Whether that be our work with Virgin Start-Up, securing a European Union Proof of Concept Grant, or being invited by Gymshark to help develop our platform in house on their Innovation Incubator, steadfast courage has been needed to clear the uncertainty and continue performing tirelessly to provide a unique service to our stores and users.

Key Skills Implemented:

- Presentation, public speaking, pitching, and networking across the Start-Up community in Birmingham and London.
- Prototype Design (Adobe XD), Web Development (Basic HTML & CSS), Stripe API, Stock management, email customer service, and selling directly to clients.
- Curation of physical products and goods with a close eye on aesthetic design and lifestyle content.
- Liaising with our stores, the stock inventory and commerce tools they use (Shopify).
- Project Managing our platform build and work inside a scrum process to deliver the platform at fortnightly checkpoints.
- Motivating and driving our small team forwards to achieve results and deliver amounts of work that would usually take a team of 10+ to deliver.

Owner - InnovationX

2019 - 2020

InnovationX began as a creative project that utilised the years worth of time implementing UI & UX design work, building websites using HTML, CSS, Squarespace, WIX, and Shopify, and growing a start-up from the ground up. We built design prototypes in 14 day sprints using Adobe XD and Marvel to produce interactive app and web platforms for our clients. Having launched a few companies, the early stages are often the most daunting, our aim with InnovationX was to offer key early support - validating ideas, gaining user traction, improving investment readiness, and bridging the chasm between a founders concepts and expensive developers.

Key Skills Implemented:

- Building interpersonal relationships with clients (Email, Fiverr, Business Network).
- Offering social media support for early stage companies - including Instagram Story Templates & Tumblr, YouTube, Twitch, and Pinterest.
- Working to a pre-scheduled calendar to deliver projects on time (Revisions, Project edits, Managing delayed payments).

Owner - The Pro Boot Room

2012 - 2016

Whilst at University, I sold sports memorabilia directly through Twitter, eBay, and our home eCommerce site, where social media followers were targeted (Age 25-35 & Disposable Income & Football Fan) with nostalgic video and product image content turning over £30K at a 300-500% ROI on each piece sold. Required hours of dedication, strategy, customer and personal management, as well as research and creativity to become the largest independent seller of my niche market at the time. We sold to current professionals, major Youtubers, and sporting celebrities. Merchandise was delivered to over 60 countries worldwide. This business was run from the UK, but also remotely from Australia and South Africa during my living and travelling overseas.

Key Skills Implemented:

- Buying/Selling stock, PayPal transactions, and running a self-sufficient, self built e-commerce site (HTML, Wix).
- Creating social media collaborations, running efficient customer service, and pushing daily unique content.
- Running an eBay Store, 266 Positive Feedback, 4.9 Stars - Constant stock management and shipping logistics (International, Tax, etc).

Education

Bachelor of English 2:1 - Loughborough University

2010 - 2013

Completed my Bachelor of Arts in English with a 2:1. Wrote my dissertation on the "Impact of Psychoanalysis on Early Modernist Literature." Studied modules across Postmodernism, creative film, and psychology.

3 A Levels & 9 GCSEs - Bromsgrove School & St Johns School Leatherhead

2005 - 2010

Attained 9 GCSE's (4A*s, 4As, 1B) and 3 A Levels (A*AA) in English, Geography, and Physical Education. Completed DoE award, was multiple sports captain, and played 3 years 1XI and 1XV sport across both senior schools.

Extracurricular

Mixing travel, education, sport, and business over the last 8 years has been the foundation of my life. Earning funds to solo travel, founding 2 companies, and playing high level elite sport has allowed me to learn and achieve in various scenarios all over the world.

- **Travelled to 25 Countries** - Lived and worked in Australia.
- **Strength & Conditioning** - Elite Rugby and Gym.

Qualifications & Attributes

- Adobe XD, Excel, Powerpoint, Word Proficient
- Level 1 & 2 Football, Rugby, and Cricket Coach (UK & AUS)
- Fluent in English
- Reliable, Punctual, and Dedicated