

SHELBY SCOTT

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PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER | POKER POWER

APRIL 2024 - JULY 2025

Mobile app for women that teaches decision-making under pressure, risk management, and strategic thinking through the game of poker.

- **40% Retention Boost Through Gamified Onboarding** – Led development of Your First Game, a hands-on learning feature bridging the gap between lessons and gameplay. Players who completed it were 40% more likely to return within 7 days, significantly improving early retention.
- **30% Engagement Growth via UX Optimization** – Spearheaded the Play tab redesign through a series of A/B tests, improving navigation, game discoverability, and interaction flow—resulting in a 30% increase in game participation.
- **Higher Game Participation & Strategic Play Adoption** – Launched Show Cards, increasing game participation by enabling strategic hand reveals, improving bluffing comprehension, and strengthening instructor-led coaching.
- **Enhanced Instructor Tools for Seamless Teaching** – Designed and launched comprehensive teacher controls, including table moderation, chip distribution, card visibility, and game management tools, alongside Add Bots to fill empty seats. These features ensured structured lessons, real-time teaching flexibility, and improved student retention, even with low player attendance.
- **60% Reduction in Critical Production Issues** – Revamped the QA and development pipeline, reducing critical production issues by 60% in 3 months and improving app stability. This led to faster feature rollouts, fewer user-reported bugs, and a more reliable player experience.
- **40% Increase in Retention via Data-Driven Product Strategy** – Built a comprehensive analytics system with 60+ dashboards in Amplitude, enabling real-time measurement of engagement and retention trends. Data-driven insights directly influenced roadmap prioritization, leading to a 40% increase in returning users.
- **69% Feature Engagement Through Post-Game Insights** – Launched Post-Game Statistics, providing players with key performance metrics and strategy refinement tools. 69% of users actively engaged with the feature, leading to deeper gameplay analysis and skill progression.

SENIOR PRODUCT MANAGER | VATOM

JAN 2021 - SEPT 2023

Web3 company providing Spaces (\$2M/year), Vatom Market, NFT & AR Wallet, and Developer Platform.

- **Managed Spaces (\$2M/year) & Vatom Market**, the company's highest-revenue products.
- **Led cross-functional teams of 10+ members**, driving stakeholder alignment to execute the product vision and strategy.
- **Launched the Vatom Market** – Conceptualized, built, and scaled a marketplace for NFTs and metaverse plugins, unlocking new revenue streams and expanding creator monetization opportunities.
- **\$500K Annual Cost Savings via Plugin Dev Kit** – Developed and integrated a Plugin Development Kit across four products, enabling external developers to build and sell plugins, reducing internal development costs.
- **100% Increase in Developer Engagement** – Launched Developer Documentation & SDK, doubling third-party developer adoption and accelerating plugin creation.
- **Boosted Engagement & Retention via Gamification** – Created a custom loyalty program allowing clients to implement gamified point systems, increasing user retention and engagement.
- **Metered Billing Model for High-Cost Plugins** – Implemented analytics-driven data tracking, reducing overhead costs by \$2,000+ per month through usage-based billing for high-resource plugins.
- **Accelerated Feature Development by 3X** – Led a 10-person development team, restructured engineering workflows, introduced biweekly sprints and triage sessions, and tripled the release velocity for features and bug fixes.
- **Orchestrated Large-Scale Virtual Events** – Managed Product development for GoDaddy's metaverse event (2,687 users) and Google's largest virtual event (11,000 users), securing top revenue-generating project of the company.

QA DIRECTOR & PRODUCT MANAGER | SEEN**DEC 2020 - JUN 2022**

Transparent dating mobile app emphasizing authenticity on which I provided part-time Product and QA consulting.

- 55% Drop in Signup Abandonment – Redesigned the onboarding experience, reducing first-time user drop-off.
- Accelerated Development Cycles – Built an automated development process enabling faster feature releases.
- Launched iOS & Android apps, leading product strategy and execution.

QA DIRECTOR & RELEASE MANAGER | FREEBIRD**AUG 2018 - DEC 2020**

Rideshare rewards mobile app enabling cashback on Uber/Lyft rides.

- Led 740+ API & 80+ client releases, ensuring seamless deployments.
- Drove a 61% increase in App Store rating by improving UX and stability, scaling MAUs from 3.2K to 680K.
- Created a feature request intake process, streamlining prioritization and accelerating sprint execution.

QA DIRECTOR | 12TWENTY**DEC 2016 - JAN 2018**

University career SAAS platform facilitating student-employer connections.

- Managed end-to-end QA and led two offshore teams totaling 25 developers.
- Authored 10K+ test cases, increasing test coverage and reducing post-release defects.

U.S. INTEGRATIONS QA LEAD | KARHOO**AUG 2016 - NOV 2016**

Mobile app automating taxi services for app-based ride requests. Ceased operations in Nov. 2016.

- Led client/API integrations, improving engineering communication across 15 offshore testers.
- Identified integration risks, influencing a strategic pivot in company direction.

SENIOR QA ENGINEER | DEUTSCH LA**NOV 2015 - JUN 2016**

Advertising agency serving Taco Bell, Volkswagen, Zillow, Target, and PNC.

- Built Taco Bell's 1st Online Ordering System on web, attracting 3.8M visitors in 4 weeks.
- Managed testing for Volkswagen's website redesign, collaborating with VW's CTO to deliver a pioneering car matchmaker tool.

QA LEAD | NATIONWIDE INSURANCE (SOGETI CONSULTANT)**FEB 2015 - NOV 2015**

- Discovered a formula defect that prevented \$1M in financial losses.

TEST ANALYST | ABERCROMBIE & FITCH (CONSULTANT)**JUN 2014 - FEB 2015**

- Led QA for A&F & Hollister's global websites, ensuring functionality across 12+ international markets.

TECHNICAL SKILLS & TOOLS

- **Product:** Roadmap Planning, Vision, Feature Prioritization, A/B Testing, Growth & Retention Metrics, Go To Market Strategy, Competitive Analysis, User Experience Expert, SAAS, Mobile Apps, Web
- **Data & Analytics:** Market Research, Cohort Analysis, Funnel Optimization, Retention Modeling, Predictive Analytics. Tools: SQL, Amplitude, Heap, Mixpanel, Looker, Google: Tag Manager, Analytics, Adwords, Metatags
- **Development & QA:** Agile & Scrum, Jira, Firebase, Rollbar, Git, CI/CD Pipelines
- **Leadership & Strategy:** Stakeholder Management, Strategic Planning, Cross-Functional Team Leadership, Executive Communication

EDUCATION**OHIO UNIVERSITY****SEP 2010 - MAY 2014****Bachelor of Business Administration & Associate in Science**

Major: Management Information Systems, Marketing

Minor: Pre-law