

Sanj Brar

Senior Product Manager

EMPLOYMENT



LinkedIn:
<https://goo.gl/DQN7LJ>



sanjeevbrar@gmail.com



415.309.5717



New York, New York

Founder at DreamThink LLC (New York, New York)

2018-Present

- Featured in AlleyWatch's *Launched in the Alley* series.
- iOS Engineer, UX designer, content creator for sound meditation app.
- Managed UA strategy across Instagram, Facebook, YouTube, Reddit, and Google Ads.

Product Manager at Nickelodeon (New York, New York)

2015-2018

- Prioritized product backlog for NOGGIN, Nick's first direct to consumer SVOD.
- Increased customer retention 33% - defined user data model, analytics scheme & SSO Flows.
- Launched choose your own adventure style videos called "Play Along Videos".
- Noggin is the highest grossing SVOD for children under 5.

Senior Product Manager at Appetizer Mobile (New York, New York)

2012-2015

- Reported to Client Stakeholders & CEO. Resolved issues from concept to release.
- Authored wireframes and user stories for dozens of projects across several agile teams.

NOTABLE PROJECTS

Binaural Dream - iOS (New York, New York)

2018

iOS developer and content creator for sound meditation app.

Portalball - Unity Game for iOS and Android (New York, New York)

2015

Product Manager for multiplayer AR game sponsored by Yankee's manager, Joe Girardi.

Shuv - iOS, Android, and Web (New York, New York)

2014

Product Manager for a music sharing app hosted by Sony Music Entertainment.

eAttending - iOS and Web (New York, New York)

2014

Product Manager for messaging app that sends printed doctor's orders to nurse stations.

Lucidity - iOS (Santa Barbara, California)

2013

iOS developer and designer for transformational music and arts festival.

Envision - iOS (Dominical, Costa Rica)

2012

iOS developer and designer for Costa Rica's premier music and arts festival.

TOOLS & SKILLS

- Product Management
- UX design, Copywriting
- Marketing Strategy
- Design Research & QA
- Omnigraffle, Balsamiq
- Adobe Creative Suite
- iOS Dev (Xcode, Swift)
- AB Testing
- Agile/Scrum, Jira

EDUCATION

General Assembly (New York, New York)

2012

"Fundamentals of User Experience Design" - Class participant.

Ex'pression College of Digital Art (Emeryville, CA)

2009

Bachelor of Applied Science, Sound Arts

University of California, Berkeley (Berkeley, CA)

2006

Bachelors of Science, Astrophysics