

JULIAN MERCER

ASSOCIATE PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Associate Product Manager with 4+ years of experience supporting discovery, requirements, analytics, and launches at Microsoft, Spotify, and Atlassian. Turns user feedback and product data into clear decisions that improve activation and team delivery.

CORE SKILLS

Requirements gathering | User research | Product analytics | SQL | Backlog management | Acceptance criteria | A/B testing | Roadmap support | Launch planning | Jira | Confluence | Figma | Power BI | Amplitude | Agile

EDUCATION

B.S. in Informatics, University of Washington, Seattle, WA

CERTIFICATIONS

Certified Scrum Product Owner (CSPO) | SQL for Product Analytics | Microsoft Power BI Data Analyst

PROFESSIONAL EXPERIENCE

Associate Product Manager Microsoft, Redmond, WA

Jul 2023 - Present

- Owned backlog and requirements for Microsoft 365 collaboration workflows used by 780,000 monthly users, increasing feature adoption 19% at scale.
- Analyzed 14 funnel steps with SQL and Power BI, identifying setup friction that reduced first-session abandonment 16% and shaped the next onboarding release.
- Conducted 42 user interviews and converted findings into eight validated problem statements, four of which entered the quarterly roadmap across subsequent roadmap reviews.
- Coordinated Design, Engineering, QA, and Support for six releases, improving on-time acceptance from 76% to 93% through clearer readiness ownership at scale.
- Created launch dashboards and weekly readouts that shortened issue detection from five days to under 24 hours and focused triage on customer impact.
- Ran backlog refinement with two engineering pods, reducing stories returned for clarification 28% and improving sprint commitment reliability over two quarters.
- Maintained outcome-based roadmap notes and decision logs for six product squads, reducing duplicate discovery and unresolved dependencies for the next planning cycle.

Product Analyst Spotify, New York, NY

Jun 2021 - Jun 2023

- Built cohort analysis for playlist onboarding that revealed a 21% retention gap and shaped two experiments that recovered 8 points without weakening customer guardrails.
- Translated 1,900 feedback records into a tagged insight repository, cutting research synthesis time 40% for three product squads across priority product workflows.
- Defined event-tracking requirements with engineers for 12 user journeys, raising analytics coverage from 68% to 96% and enabling reliable cohort reporting.
- Supported pricing research across four markets and modeled conversion scenarios that made trade-offs explicit for an executive launch decision at scale.
- Monitored three post-launch cohorts and recommended an onboarding change that improved premium feature discovery 13% without weakening completion at scale.
- Synthesized 24 customer interviews into three workflow opportunities that shaped the next two quarterly planning cycles.

Product Operations Intern Atlassian, Sydney, Australia

Jan 2020 - May 2021

- Standardized intake for 120 monthly product requests, reducing duplicate submissions 31% and improving routing accuracy.
- Prepared competitive briefs across six collaboration products, giving roadmap and positioning workshops a consistent view of workflow strengths and gaps.
- Automated Jira release reporting, saving product leads six hours per month and improving status consistency.
- Validated acceptance criteria for nine workflow improvements, helping the team release with zero priority-one defects.