

JULIAN MERCER

ENTRY-LEVEL ASSOCIATE PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Entry-level Associate Product Manager with internship and campus product experience in discovery, analytics, and release coordination. Brings structured customer research, strong written requirements, and hands-on experimentation to support focused product decisions.

CORE SKILLS

Customer interviews | Product analytics | Requirements | Prioritization | Roadmapping | SQL | Power BI | Experimentation | User stories | Acceptance criteria | Market research | Agile delivery | Stakeholder communication | Prototyping

EDUCATION

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

CERTIFICATIONS

Product School Product Management Certificate | Google Data Analytics Certificate

PROFESSIONAL EXPERIENCE

Associate Product Manager Intern Microsoft, Redmond, WA

May 2025 - Aug 2025

- Analyzed onboarding behavior across 180,000 trial users, identifying a setup step associated with 14% higher activation.
- Interviewed 16 administrators and synthesized findings into three workflow recommendations accepted for roadmap discovery.
- Wrote requirements and acceptance criteria for a guided setup test that increased task completion 9% in beta.
- Built a Power BI release dashboard that reduced weekly status preparation by four hours.
- Partnered with Design on moderated usability tests and documented the evidence behind each scope change before beta.
- Prepared competitor and market notes that helped the team distinguish baseline expectations from meaningful differentiation.

Product Fellow University Product Lab, Seattle, WA

Sep 2024 - Apr 2025

- Led a four-person team building a campus food-sharing pilot from 42 interviews through a 320-user launch.
- Prioritized the MVP with opportunity scoring and usability evidence, delivering the first test in eight weeks.
- Defined activation and repeat-use events, then used cohort analysis to improve four-week retention 11 points.
- Presented trade-offs and experiment results to university operations and student-services leaders.
- Documented privacy, moderation, and operational risks with owners before expanding the pilot.
- Maintained a decision log linking research, experiments, trade-offs, and follow-up owners throughout the pilot.

Business Analyst Intern Nordstrom, Seattle, WA

Jun 2024 - Aug 2024

- Mapped return-service friction across web and store channels, identifying changes projected to save 2,100 support hours annually.
- Built SQL reports for return reasons and processing time used in weekly operations reviews.
- Coordinated user acceptance testing for two workflow improvements with zero priority-one launch issues.
- Prepared concise product briefs that linked customer problems, proposed scope, success measures, and open risks.
- Summarized user-acceptance findings and coordinated owners for every issue required before launch approval.