

JULIAN MERCER

MOBILE PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Mobile Product Manager with 8+ years of experience leading iOS and Android products at Uber, Spotify, and Airbnb. Improves activation, engagement, subscriptions, app quality, and store performance through disciplined mobile discovery and experimentation.

PROFESSIONAL EXPERIENCE

Senior Mobile Product Manager Uber, San Francisco, CA

Jul 2022 - Present

- Owned rider onboarding and first-trip journeys across iOS and Android in 18 markets, increasing first-week activation 13% across subsequent roadmap reviews.
- Prioritized app-start and map-render reliability with Engineering, reducing crash-free session failures 38% and p95 launch time 1.2 seconds at scale.
- Launched permission education and progressive prompts, increasing location opt-in 17% without reducing onboarding completion for the next planning cycle.
- Built staged rollout and guardrail standards for 24 releases, reducing rollback-triggering incidents 46%.
- Partnered with Growth on deep-link and re-engagement journeys that recovered 680,000 monthly active riders.
- Set crash-free session, startup-time, and release-health gates with Engineering, improving successful mobile sessions to 99.8% without weakening customer guardrails.

Mobile Product Manager Spotify, New York, NY

May 2019 - Jun 2022

- Redesigned mobile trial and plan-selection flows, increasing subscription conversion 11% across 7.2M exposed users.
- Used App Store review themes and in-product feedback to prioritize offline listening improvements, raising feature satisfaction 14 points at scale.
- Launched adaptive audio-download controls that reduced mobile data complaints 29% and support contacts 18%.
- Ran 31 mobile experiments with platform-specific guardrails for crashes, latency, battery, and retention.
- Combined diary studies with behavioral funnels to prioritize three mobile workflows responsible for 61% of repeat engagement across priority product workflows.

Associate Product Manager Airbnb, San Francisco, CA

Aug 2016 - Apr 2019

- Built mobile check-in guidance for 220,000 listings, reducing day-of-arrival support contacts 16%.
- Improved universal and deferred deep links across 14 campaigns, raising app-open-to-book conversion 9%.
- Created App Store Optimization tests for screenshots and copy, increasing qualified install conversion 12%.
- Instrumented 19 booking events across iOS and Android, raising trusted mobile funnel coverage to 96%.

CORE SKILLS

Mobile product strategy | iOS | Android | App analytics | App Store Optimization | Mobile experimentation | Activation | Subscriptions | Push notifications | Deep linking | Crash analytics | Firebase | Amplitude | Release management | User research

EDUCATION

B.S. in Computer Science, University of Southern California, Los Angeles, CA

CERTIFICATIONS

Amplitude Product Analytics Certification | Google Mobile Experience Certification | Pragmatic Institute Foundations