JULIAN MERCER

SENIOR ASSOCIATE PRODUCT MANAGER

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Senior Associate Product Manager with 4+ years owning features end to end for consumer and marketplace products at Instacart and Uber. Moves from discovery to launch with clear specs, experiments, and stakeholder alignment, ready to own a product area.

PROFESSIONAL EXPERIENCE

Senior Associate Product Manager Mar 2025 - Present
Instacart, San Francisco, CA

- Own the substitutions experience for 4M monthly shoppers, shipping three releases that cut order-quality complaints 14%.
- Defined success metrics and experiment design with Data Science, running 11 A/B tests and scaling six winning variants.
- Partnered with Operations on a shopper-feedback loop that routed top substitution complaints to the roadmap within one week.
- Mentored a new associate product manager on specs and release readiness during a major checkout project.
- Presented quarterly product-area results to directors, linking each substitution change to complaint rates and shopper satisfaction.

Associate Product Manager Mar 2024 - Feb 2025

- Wrote requirements and acceptance criteria for eight engineers across two squads, keeping sprint carryover under 10%.
- Synthesised 35 shopper interviews and support tags into a roadmap proposal that earned approval for two quarterly bets.
- Built a weekly order-quality dashboard with an analyst that showed substitution rates by retailer and store region.
- Ran a pilot of improved substitution messaging in two metro areas and handed the results to the senior product manager.
- Coordinated release readiness with QA, Support, and Operations for five launches, finishing each with zero priority-one defects.

Associate Product Manager Aug 2022 - Feb 2024
Uber, San Francisco, CA

- Managed rider support deflection features, reducing contact rate per trip 9% through clearer self-service flows.
- Prioritised a backlog of 60 items using impact and effort scoring, aligning Design, Engineering, and Operations.
- Built weekly dashboards in Looker for adoption and funnel drop-off, giving leaders a shared view of progress.
- Coordinated beta launches in three cities and gathered feedback that led to four pre-release usability fixes.
- Launched an in-app help-centre search improvement with a designer and two engineers, lifting self-service resolution 6 points.

CORE SKILLS

Product discovery | Feature ownership | User research | A/B testing | Roadmapping | Requirements writing | Agile delivery | SQL | Looker | Amplitude | Jira | Figma | Stakeholder alignment | Prioritisation

EDUCATION

B.S. in Information Science, Cornell University, Ithaca, NY

CERTIFICATIONS

Pragmatic Institute Foundations