

ARCHIE TARLOW

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ABOUT

Stanford d.school-trained **Senior Product Manager** with 10+ years turning deep user insight into successful products across web, mobile, and IoT. I anchor strategy in human-centered research—ethnography, journey mapping, rapid, testable prototypes—then lead multidisciplinary teams (UX, front-end/back-end, cloud, hardware) to ship cohesive, intuitive experiences in emerging-tech domains. Known for aligning stakeholders, de-risking decisions early, and translating complex ideas into simple, market-ready solutions that delight users and achieve business goals.

EXPERIENCE

Smart Rent, Scottsdale, AZ | Senior Product Manager | 2021 to Present

- **Holistic Experience Design:** translate senior-leadership vision into milestone-driven product roadmap for SmartRent’s smart-home platform, guiding a single, coherent user journey across iOS/Android, web, and on-device interfaces.
- **User Research and Rapid Prototyping:** partner with UXR and UX designers to spin up “looks-like” Figma flows and launch Maze.com tests to hundreds of target users, ranking design alternatives before engineering investment
- **Evidence-driven usability testing:** then work with front-end developers to escalate fidelity for functional alpha prototypes then author protocols and moderate in-person studies on functionality. Capture task-completion, error-rate, and cognitive-load metrics to pick winning interaction patterns for production development.
- **Concept-to-Launch Leadership:** Translated research insights into epics, ran validation sprints, and delivered the complete UI/UX for SmartRent’s flagship Home Hub from concept to GA.
- **Global Team Collaboration:** Weekly product sync across hardware, firmware, front-end, and cloud engineers across U.S., Europe, and APAC time zones; async rituals and clear specs
- **Stakeholder Orchestration:** Write crisp Jira stories, run daily stand-ups, and balance user feedback, analytics, and new tech signals to drive continuous product improvement across design, engineering, and QA.

Arizona State University, Tempe, AZ | Senior Product Researcher | 2019 to 2021

- **User-Centered Research:** Ran ethnographic studies and lab usability tests on a thesis-driven live-streaming IoT concept; insights set latency, battery-life, and UX targets for the product spec.
- **Rapid Prototyping:** Built and iterated WebRTC and sensor-fusion prototypes, collecting weekly user feedback
- **Cross-Functional Coordination:** Collaborated effectively across diverse teams to ensure alignment between user needs and strategic objectives.

Trident Design, Grandview, OH | Senior Product Manager | 2014 to 2018

- **Dual-Track Product Leadership:** Managed 10+ client engagements while incubating Trident’s own crowdfunding launches; shipped 5 in-house campaigns that raised a combined \$750K.
- **Go-to-Market Ownership:** Oversaw campaign design, set value props, reward tiers, and launch calendars; orchestrated creative, paid acquisition, and PR to achieve 140% average funding
- **SaaS Platform Build-out:** Defined MVP, PRDs, and OKRs for a social-funding management suite (admin dashboard, analytics, fulfillment); led agile squads across UX, front-end, and back-end

VMware, San Francisco, CA | Product Manager | 2013 to 2014

- **Customer Needs Analysis:** Designed and integrated social features into enterprise news feed for task management and internal collaboration, boosting daily logins by 20%.

- **Insight-Driven Iteration:** Conducted user interviews and usability testing to iteratively enhance workflows and interface designs.

Deutsche Telekom AG, Berlin | Product Intern | 2012

- **Innovation Workshops:** Led design thinking workshops to generate innovative product concepts, contributing to The Creation Center project with IDEO.
- **Strategic Presentations:** Analyzed market trends and brought together in-field user research to create reports for executive leadership on technology.

EDUCATION

Arizona State University, Tempe, AZ | MBA WP Carey Business School, GPA 4.0 | 2019 to 2021

Stanford University, Stanford, CA | Master of Design, Hasso Plattner Institute of Design: [d.school](#) | 2010 to 2011

Stanford University, Stanford, CA | Bachelor's of Engineering, Product Design, GPA 3.5 | 2010

Skills

- **Product Strategy & Ops:** Road-mapping, OKRs, backlog grooming, data-driven prioritization, KPI dashboards
- **Design & Prototyping:** UX patterns, flow diagramming, strong knowledge of Figma methods, HCI
- **Technical Fluency:** REST/GraphQL basics, JSON/SQL, front-end constraints (react), API & webhook integration patterns
- **Research and Experimentation:** Mixed-methods research, prototype testing, A/B testing, data analysis to inform design decisions
- **Cross-Functional Leadership:** Jira/Agile rituals, async coordination across U.S./EU/APAC front & back dev, hardware, cloud, and data teams