

GRIVA PATEL

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EXPERIENCE

Age of Learning, Remote

Sept 2021 - Dec 2022

Product Manager III, Adventure Academy

- Led the product development of Adventure Academy, an online educational MMO with 200K+ subscribers
- Increased retention by 20% and decreased cancellations by 15% with features that helped promote engagement
- Led the design and development of Code Island, a block-based coding game, that increased in-app time spent by 15%
- Managed cross-functional team of designers, engineers, QA, and analytics to ensure our vision aligned with user needs
- Defined roadmaps, KPIs, product specs, and led discussions with stakeholders for new features from concept to launch
- Set up A/B tests to identify features that improve user experience and help strategize new development

Public Broadcasting Service (PBS), Arlington, VA

June 2020 - Sept 2021

Senior Product Manager, Education

- Led the development of PBS LearningMedia, a platform with 2M+ monthly users, that offers free resources to educators
- Increased time spent on the site by 75% with features that helped promote engagement of educators and students
- Launched improvements to classroom support materials, additional resources educators can use, leading to 1.5M+ clicks
- Collaborated with stakeholders to drive the product strategy while advocating for the highest product value for educators
- Created and prioritized roadmaps of our feature releases, and managed our remote development team of 10 engineers
- Led product discussions with marketing, engineering, design, content, customer support, and product leadership teams

Public Broadcasting Service (PBS), Arlington, VA

Sept 2018 - June 2020

Senior Product Manager, Brand Licensing

- Led the product development of Playtime Pad+, a kid-safe tablet available exclusively at Walmart, with \$14M+ revenue
- Led the early product development of Lunar Outpost, a space themed Alexa enabled cooperative board game
- Partnered with companies to design and manufacture PBS KIDS branded toys and games available across different retailers
- Established an online presence for the PBS KIDS store on Amazon, that currently showcases thousands of products
- Prototyped digital games using Unity and C# for research and development of interactive products for kids

Public Broadcasting Service (PBS), Arlington, VA

Jan 2018 - Sept 2018

Experience Designer, PBS KIDS Digital

- Designed and developed engaging mini-games using Unity and C# for Connected Play products on iOS and Android
- Prototyped augmented reality apps to assess their effectiveness with toys and merchandise
- Researched digital co-play and story-based games across different platforms and consoles to identify successful attributes

codeSpark, Pasadena, CA

May 2017 - Aug 2017

Game Design Intern

- Designed prototypes of intuitive tutorials integrated within the gameplay for a multiplayer snowball fight mini-game
- Implemented designs with Unity and C#, and led playtesting sessions to test their effectiveness with the target audience

Liaison Technologies (OpenText), Alpharetta, GA

June 2014 - June 2016

User Interface Developer

- Developed a user interface with AngularJS for applications integrating patient information from different databases
 - Designed prototypes for team and client demonstrations to help assess client needs and expectations with our product
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SKILLS

Product Tools: Figma, Miro, Jira, Trello, Confluence, Google Analytics, Pendo, ProductPlan

Programming: C#, Python, JavaScript, AngularJS, HTML5, CSS3, SQL

Designing: Unity, Illustrator, Photoshop, Premiere, Maya, InDesign, After Effects

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Aug 2016 - May 2018

- Master of Entertainment Technology

Georgia Institute of Technology, Atlanta, GA

Aug 2010 - May 2014

- Bachelor of Science in Computational Media