

Evan Goldin

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Experience

Ning Inc. | Palo Alto, Calif.

Product Manager/Designer

April 2009 - Present

- Responsible for planning, designing and communicating Ning's new features
 - Work with product team and executive staff to sketch out product roadmap
 - Directly gather and respond to product input from users via email and online forums
 - Switched to agile software development, vastly increasing team efficiency
- Designed and managed dozens of projects, including...
- Purchase flow that turned 70,000 formerly free users into paying customers
 - First A/B tests at Ning, resulting in 41% increase in monthly run rate
 - Sole designer and QA engineer for Ning's first iPhone app
 - Email digest for members of Ning sites to receive once-a-day emails
 - Replaced Ning's oft-buggy text editor with a new, custom-built WYSIWYG editor
 - A multitude anti-spam projects, including an innovative "sign-up quiz"
 - Integration of Facebook and Twitter sharing and login into the Ning platform
 - Largely under-the-hood replacement of Ning-wide login ID with per-site ID

Community Manager

May 2008 - April 2009

- Managed all incoming and outgoing communication of new releases
- Responded to support questions via Twitter, Help Center and filed related bugs
- Assigned, edited and authored hundreds of posts for Ning blog

Community Advocate

Jan. 2008 - May 2008

- Investigated and solved hundreds of issues reported by users each week

Freelance Web designer | San Francisco, Calif.

2007 - Present

- Design sites for clients using HTML, CSS, PHP, Wordpress and Flash

Silicon Valley for Obama, newsletter editor | Palo Alto, Calif.

June - Nov., 2008

- Moved newsletter from simple text to full HTML, including coding and design
- Edited & sent daily newsletter, increasing subscriptions more than 100% to 4,000/day

City of Palo Alto Municipal Government | Palo Alto, Calif.

2004-2008

Economic Consultant

Oct. 2007 - Jan. 2008

- Surveyed 100 cities and contractors about prevailing wage and analyzed results
- Authored 20-page City Manager's Report presented to City Council

The Daily Pennsylvanian | Philadelphia, Pa.

2004-2007

Columnist, reporter and blogger

2007

Editorial page editor

2006

- Voted "Editor of the Year" by the paper's Board of Editors
- Managed and edited team of 24 columnists and six artists
- Created online-only opinion blog, which received 10,000 page views per week

Computer skills

Photoshop, Illustrator, InDesign, Quark, Dreamweaver, Flash, HTML, CSS, PHP w/ MySQL (some), MS Office, MS Access, Mac and Windows, GIS, Axure, Jira

Education

University of Pennsylvania | Philadelphia, Pa.

May 2007

B.A. in American History; minors in both Urban Studies and Public Policy