

Sascha Goto

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Senior Product Manager

Innovative and customer-centric Senior Product Manager; leverages data-driven metrics to overcome challenges, and create simple solutions to complex problems; naturally curious problem solver with 15 years of experience in product management, user experience, and design; feels at home while navigating the unknown.

KEY SKILLS

- ✓ Cradle-to-grave product management
- ✓ Product strategy
- ✓ Certified user experience expert
- ✓ AR/VR expert
- ✓ User research
- ✓ UX/UI design
- ✓ Prototyping
- ✓ Training and coaching

WORK EXPERIENCE

McKinsey & Company, Inc., San Francisco, CA

2014-2018

Digital Product Manager

AR/VR SME: research on Augmented and Virtual Reality as the future of Enterprise presentations and storytelling

Microsoft Office: Managed an international team of engineers on product strategy, design and development, user experience, user research, A/B split testing, piloting and rollout, managing product roadmap and backlog for McKinsey's enterprise productivity applications

- ✓ Design, creation, and rollout of new corporate identity application, incl. innovative productivity tools (e.g., make shape same size, sanitizer, redact, image and icon gallery), custom installation and onboarding experience, gamification, usage tracking
- ✓ Increased and maintained productivity and satisfaction for all colleagues. My application is being used 1.6 million times (by ~32k users) every month
- ✓ Led device strategy study, incl. design and analysis of interviews and user surveys, presenting strategy recommendation to senior leadership, resulting in firmwide laptop hardware decisions

Windows and Mac: product strategy, user research, design, pilot and implementation of custom Windows 10 and Mac OS image, incl. significantly improved security footprint, custom app store, app guidance experience, adoption and training materials

Hardware: vendor collaboration on next generation laptops

McKinsey & Company, Inc., New York, NY and San Francisco, CA

2012-2014

UX Lead

Led UX workstreams for McKinsey's Workstation portfolio, incl. creation, execution, and analysis of A/B tests, interviews and surveys, design of user interfaces and experiences, pilot and rollout management, leading to successful rollouts of Windows 8, Lenovo laptop upgrade, Office 2010 and 2013, Pulse Secure VPN.

Gamification SME:

- ✓ Gamification of technology test bed program, increasing engagement by 55% compared to previous year
- ✓ Advised engagement teams on user engagement, game mechanics and storytelling for clients

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Co-led Presentation Management project: Identified and problem-solved McKinsey consultants' pain points while creating and editing PowerPoint presentations, through iterative prototyping

- ✓ Creation, execution, and analysis of user research interviews and surveys
- ✓ Creation of high fidelity, interactive prototypes, using Axure (prototyping custom productivity, search, and collaboration tools)

Mobile application development: cradle-to-grave product management, user research, development, and rollout of proprietary caller id app for BlackBerry, enabling firmwide caller id for 15+k colleagues worldwide

Video editing for McKinsey event videos, using Adobe Premiere

Regional Technology Adoption Manager EMEA, McKinsey & Company, Inc., Düsseldorf and New York 2008-2012

- ✓ Planned and executed technology adoption and training strategies for various digital products, incl. global VoIP rollout, High Definition Video Conferencing
- ✓ Designed digital and physical rollout materials, incl. training guides, cards, posters
- ✓ Collaborated with IT organizations in 30+ countries

Lead, IT Training Team, McKinsey & Company, Inc., Düsseldorf, Germany 2004-2008

- ✓ Developed and delivered trainings to ~2000 consultants and Partners worldwide
- ✓ Managed a team of 12 internal and external trainers

PROFESSIONAL DEVELOPMENT AND EDUCATION

- ✓ **Improv theater**, student and performer with Leela SF, 2017-2018
- ✓ **Unity**, Udemy, 2018
- ✓ **UX Certification**, Nielsen Norman Group, 2015
- ✓ **Gamification Design Certification**, Gamification.co, 2012
- ✓ **Master of Arts in English Linguistics and Information Sciences**, Heinrich-Heine-University Düsseldorf, Germany

LANGUAGE SKILLS

- ✓ **German**, native
- ✓ **English**, native equivalent
- ✓ **Japanese**, basic

COMPUTER SKILLS

RealityCapture, Unity

Microsoft Office (all versions), incl. PowerPoint, Excel, Word, Outlook, OneNote, Visio, Project, Sway, Power BI, Office 365 Admin

Adobe Creative Cloud, incl. Photoshop, Premiere, Lightroom, InDesign

Axure, Jira, LMS, Slack, Tableau, Trello, Box, Dropbox, OneDrive, Google Drive