

Jonathan Crawford

Product Leader & Former CEO

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Work experience

Ceo/Founder 2008 - 2016
[Storenv.com](https://storenv.com)

As the solo founder, I built the initial product from scratch from concept to UX to Ruby on Rails. I oversaw marketing, community, design and engineering and raised \$7m across multiple rounds of financing while managing a team of 30 individuals and a community of over 100,000 merchants processing millions of dollars per month.

I sold Storenv to OpenSky in 2016 to OpenSky (Alibaba) and took time off to work on new projects and spend time with family.

- Built & managed the Storenv Marketplace, Merchant Admin Panel, Custom Storefronts, Developer API & Facebook Store application.
- Wrote Product Requirement Documents including business goals & technical requirements and presented to design & engineering teams.
- Prioritized product roadmaps across business objectives and sorted based on complexity & business value. Implemented in-app onboarding and messaging using custom tools and Intercom.
- Managed product launches across development timelines, QA testing, feature-flag rollouts, marketing teasers, press contacts and launch announcements.
- Conceived, wireframed & measured results for the entire Storenv product suite including merchant tools, shopping experiences, developer tools, custom markup languages and customer support tools.
- Selected & implemented a complex analytics dashboard accessible to anyone inside the company using Looker.
- Gave detailed UX & graphic design feedback on product design & marketing collateral.
- Managed & creative-directed the Storenv.com branding project over 6 months using both external and internal design resources.
- Wrote hundreds of thousands of lines of code for Storenv.com using Ruby on Rails. Worked with engineering to identify, document and fix software bugs.

Mentor 2016 - Present
500 Startups, Blackbox.vc, Nomadic Mentors, Clarity.fm

I've worked with close to 100 startups in one-on-one mentoring sessions and spoken to startup communities all over the world primarily coaching founders on user empathy, branding, UX, founder struggles and fundraising.

E-Commerce Consultant 2018 - Present
Aratana Therapeutics

E-commerce Consultant Consulted pharmaceutical company during critical period of transitioning e-commerce platforms. Gathered requirements from key stakeholders and conducted independent research to create a plan for a flexible and forward-thinking e-commerce experience that adhered to regional regulations and integrated with enterprise partners such as SAP. Startup Mentor

Objective

I'm looking for a Head of Product role that allows me to take a promising product to new heights. With over a decade of experience as an entrepreneur building & managing consumer applications & brands, I am looking for a role inside an ambitious, product-focused organization that will expand my experience & allow me to grow my skill set as a product leader on a fast-moving team. As a technical founder & the product owner of Storenv, I managed the social shopping experience used by millions of consumers, the merchant admin panel, developer API & app store as well as many other components. In addition, I've mentored startups around the world in the areas of user empathy-driven product development, emotional branding, UX, strategy and fundraising.

Interests

- Live Music
- Consumer Products
- Mobile Development
- Branding
- Fitness
- Vinyl Records
- Graphic Novels

Owner / Developer 2007 -
Scout Interactive 2008

I consulted clients on project possibilities and alternatives. I develop Ruby on Rails web applications that are easy to use and work like they should

Education

B.S. Business Administration & Management, Music 2000 -
University of Kansas 2004

Skills

User Empathy & Psychology



I have an innate sensibility to feel what users might be feeling while they're considering or using a product. This allows me to build simpler, more targeted products that get to the heart of the user's core needs.

Branding



Everything the user experiences about your product is Branding. Branding is how your customer feels about you. I focus on everything from messaging to UX to give the user an effective and uplifting brand experience.

Data Analytics



Data fortifies instinct. I started my career as a software developer, so I know SQL in and out. As I build new features, I outline how we will measure success of the feature in the data even before it's built.

Creative Direction & UX



I'm a design snob. That's because visual design and UX are core to a customer's brand perception. I spend time with both designers and engineers to provide detailed feedback in order to refine the product to a level that meets my high bar.

Ruby on Rails



I've been writing software for 13 years and have been a Rails developer for 11. I can fix bugs and do code reviews as well as an individual contributor.