

# RACHEL MCCARTHY

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## PRODUCT MANAGER | 0→1

Product Manager with over 2 years of end-to-end lifecycle experience (Discovery to GTM) across B2C/B2B marketplaces. Founding PM track record of building products from scratch, bridging the gap between business and technical strategy and UI/UX execution. Expert in establishing agile operations, driving 20%+ efficiency gains, and shipping data-informed products.

## EXPERIENCE

### Product Manager, *Gymki* Oct 2023 – present

Remote | Seattle, WA

- Directed the end-to-end lifecycle for a two-sided marketplace MVP, launching web and mobile apps in under 4 weeks to support Seattle Fitness Week; achieved 100% platform uptime and secured the company's first paid commercial agreements.
- Increased booking conversion by 28% and reduced funnel drop-off by 18% by leading agile experimentation and analyzing user session data to redesign the onboarding and payment flows.
- Owned the product backlog prioritization using an Impact/Effort framework, successfully negotiating the deferral of non-critical features to preserve the MVP launch timeline while maintaining stakeholder alignment.
- Established foundational product operations by building a centralized technical documentation system and standardizing user stories with clear acceptance criteria in Jira, directly resulting in the delivery of critical payment features 14% ahead of schedule.
- Accelerated sprint velocity ~20% and saved \$40k+ in agency costs by owning the UI/UX pipeline; built a scalable Figma component library and managed the lean tech stack to eliminate engineering ambiguity.

### Product Management, Associate, *Gymki* Jul 2023 – Oct 2023

Remote | Seattle, WA

- Defined product requirements and scoped the MVP by conducting a comprehensive TAM analysis and benchmarking social-stickiness features against competitors, directly informing the initial product roadmap.
- Accelerated the transition to Sprint-0 by producing data-driven investor decks and translating user research insights into the first set of functional wireframes.

### Founder & Product Lead, *Fynd AI* Sep 2024 – Apr 2025

Irvine, CA

- Spearheaded the zero-to-one launch of an AI-powered personal shopping assistant (MVP), validating market demand through 20+ user interviews and managing the technical delivery timeline for a closed alpha release.
- Designed the core 'Chat-to-Cart' UX in Figma, running iterative usability tests to refine the onboarding flow.
- Defined the monetization model (Affiliate + Transaction Fees) and Go-to-Market strategy, establishing the initial framework for scalable user acquisition and unit economics.

### Business Analyst, *BritAm Industries* Sep 2022 – Sep 2023

Remote | Irvine, CA

- Led the design and implementation of a proprietary inventory management system, utilizing data modeling to optimize stock levels; initiative directly reduced stockouts by 20% and carrying costs by 10%.
- Developed and launched an internal procurement automation tool (VBA) that slashed manual processing time by 50% and improved data visibility for the operations team.

## EDUCATION

### B.S. Economics, *University of Washington* June 2023

Seattle, WA

- Omicron Delta Epsilon Honor Society | Economics Undergraduate Board | Women in Economics Board | GPA: 3.88

## CORE SKILLS & INTERESTS

- Product:** Product Strategy • Backlog Prioritization • User Stories • Stakeholder Management • Funnel Analysis • Agile/Scrum, Roadmap Planning, Two-Sided Marketplaces • UX / UI Design • Prototyping • A/B Testing • Data Analytics.
- Technical:** Jira • Figma (Advanced) • Asana • Miro • Notion (System Design) • R • SQL (Basics) • PWA / Mobile Lifecycle.
- Emerging Tech:** Generative AI Product Use Cases • Conversational UX Design.
- Interests:** Content Creation (10k+ following) • Competitive Dance (17 yrs) • Art History.