Jamie Gunson

Product Person, Growth Focused

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Me in a nutshell

I used to work in Marketing, but since making the transition to Product I haven't looked back. I love all aspects of building great products that solve real problems - everything from UX to Optimization. I'm also obsessed with unlocking growth by focusing on metrics that matter. Always hungry to learn.

Product Stuff I've done

ustwo: Product Coach, April 2014 - Present

Worked at one the world's leading digital product studios as part of a small knit team of Coaches, who were tasked with not only building, scaling and growing products people love (both for clients and the studio), but also create awesome teams that are capable of repeating their success again and again. More here: ustwo.com

DigitasLBi: Product Manager, Sept 2013 - April 2014

Worked within the Digital Innovation Group (DIG) - an innovation lab that fused the lean, rapid and experimental approach of the best digital products with the brightest minds in healthcare - managing the prototyping, development and scaling of digital products and services designed to solve problems of significant value to society. More here: https://goo.gl/1H3Eg9

Products developed (so far):

- **ustwo.com** - coached a team of 6 to rebuild and validate the studio's internal website and blog (approx. 6,000 visit p/day) aimed at inspiring both clients and talent to join the ustwo journey.
- **PowaTag 3.0** - worked in colloboration with British start-up (the largest VC-funded pre-IPO EU startup to date), *Powa Technologies*, to coach a team of 18 to design and build their innovative ecommerce mobile platform (both Android and iOS) from scratch.
- **Trace** - lead a team of 11 to develop and design an integrated platform of tools, created 'automatically' from a single document (a Clinical Trial Protocol), helping remove the administrative burden associated with trial recruitment and reduce the time taken to bring new therapies to patients. Successfully piloted in 1 global trial involving 1,000+ patients.
- **DoctorsNotes** - responsible for UX, design and growth, in combination with managing a development team of 4, to build a Chrome Extension designed to help Medical Professionals to keep up-to-date with relevant literature by allowing them to more easily capture, organise and discuss their online reading.

Technologies familiar with as a result:

- Back-end: Node.js, MongoDB, Redis, PostgreSQL, AWS, Heroku & Docker
- Front-end: React, Angular, SASS, Handlebars.js, Assemble & Jekyll
- Native: Android (including Material Design) and iOS
- Prototyping: Framer.js, Marvel, Sketch, Xcode & Form

Principles practised. played with and taught:

- Development: Git, Continuous Delivery, TDD, BDD & HDD
- Automated Testing: Selenium, Cucumber, Capybara, Appium
- Agile Methodolgies: SCRUM, Lean UX, Kanban & XP
- Analytics: A/B Testing & MVT, Pirate Metrics & Cohort Analysis

Marketing Stuff I've done.

Fleishman-Hillard: Account Manager, Jan 2012 - Sept 2013

Worked across both the Digital and Healthcare teams to manage and support a number of leading global brand marketing accounts including; Philips, Freeview & Novartis.

Munro & Forster: Account Executive, Jan 2011 - Jan 2012

Worked with a number of large pharmaceutical companies across a range of disease areas, helping to form and manage digital marketing and social media strategies for both the agency and clients.

Achievements:

- Squared Online Graduate (backed by Google), 2013.
- Omnicom Graduate Training Programme, 2012.

Marketing elements practised:

- SEO, PPC, Social (organic + paid), Affiliates, Email & plain ol' PR.

Stuff I've learnt.

University of Birmingham: Sept 2005 - Jun 2010

Postgrad: MRes - Science and Engineering of Materials (Sponsored by the EPSRC)

Undergrad: BSc (Joint Hons) - Materials Engineering w/Sport Science

Sir John Lawes: Sept 1998 - Jul 2005

3 A-Levels, 1AS-Level, 10 GCSEs.

Stuff I like, love & do.

- I love discovering & listening to music - mostly 70s Disco & early-90s House.
- I'm a capable with HTML, CSS & jQuery which I used to build my website.
- I love messing around with soldering irons and Arduinos.
- I'm still learning JavaScript (for making Slack bots) & Ruby (for Automated Testing).
- I read an awful lot (jgunson.co/reading - thx Pocket).
- I've just got into Audio Books (yes, I am officially a geek).
- I ramble occasionally on my blog (medium.com/@jgunson) and alot on Twitter.
- When I'm not thinking about Product, I love bouldering, skateboarding & flying drones.

References and Demos available. All you have to do is ask.