

Jillian Fairchild

London, UK
+44 07935 894041 // +1 973 459 8222
fairchild.jillian@gmail.com
[LinkedIn](#)

RECENT EXPERIENCE

Google – London, England, UK

Product Manager, Personal Safety & Location Sharing — January 2023 - present

- Spearheading the platformization of Google Location Sharing across the Google ecosystem – with specific attention paid to consistent experience, and a scalable system that can flex to accommodate multiple types of clients across 1P and 3P. Collaborating closely with the Gemini and Magic Cue teams to reimagine how we location share and bring it to users wherever they are
- Leading the product strategy for women's safety and evangelizing that vision by hosting workshops and co-creation sessions with cross-functional teams. Was a primary member of the Project Ada tiger team that secured an Android-level OKR to grow Android's share among women. Continuing to explore ground-breaking initiatives with various Health Science partners to push the bounds of what technology and science can do for underserved groups
- Launched Location Sharing in Google Messages as the first partner for their new plug-in framework. Developed a Messages-native strategy and experience that increased accessibility and awareness, while staying true to the Find Hub brand. This highly visible strategic initiative is projected to result in over 4x as many shares created daily as are created today
- Led the 0-to-1 launch of People Finding in the Find My Device app, establishing the foundation for a new strategic pillar for Google's finding ecosystem. Developed principles and strategies to continue pushing the product to new heights and to reach the new audiences of focus for the company – including Gen Z, Women, and Global Youth
- Led and advocated for the rebranding of the Find My Device app with the addition of "people."
- Launched critical Personal Safety features (Medical Info, Safety Check) for the flagship Pixel Watch 2 and successfully represented the product at the "Made by Google" 2023 launch event

Nike – Beaverton, OR, USA

Senior Product Manager, Digital Product Creation — March 2020 - June 2022

- Led 5+ multi-disciplinary teams to deliver the top priority for the Digital Product organization, one of just two initiatives with technical resources against it for all of Nike in 2020
- Led ideation, design, testing, and development for an application that supports critical business activities for over 700 internal users across 10+ different teams, functions, and several countries
- Designed and implemented reimagined business processes based upon current process, user feedback, and business goals to support the new application and dovetail with Nike's new "simplify work" directive
- Developed a 5-year strategic vision for the entire Digital Product org on behalf of the Sr. Director for Nike's CEO
- Continuing to identify and pitch key opportunities – including iteration opportunities and ideas for new focus areas, including a long-standing issue that could be solved with 2-3 sprints of work and save 500+ hours
- Evangelizing and coaching the organization in agile development principles, roles and responsibilities, and methods for measuring success with an emphasis on outcome over output
- Mentoring internal and external aspiring and new Product Managers to help them achieve their career goals and feel more comfortable and effective in the role
- Proactively spearheading the effort to organically integrate sustainability into our products and processes
- Leading the work to define a framework and architectural strategy for how and what data is measured, logged, and translated to ensure we are monitoring the health and success of our ecosystem of products

Vox Media – New York, NY, USA

Product Manager, eCommerce — June 2019 - February 2020

- After several successful product launches as **Product Manager, Revenue Products**, pitched the creation of and ultimately founded the eCommerce Product team – approval granted based upon my opportunity assessments
- Led a very lean group to develop Vox Media's first ever eCommerce store during a 2-day hackathon
- Conducted user interviews, stakeholder meetings, market research, and business audits to autonomously build the 2019/2020 roadmap, focusing on three themes of work: maintenance, expansion, and optimization
- Presented the roadmap to the company's COO, CRO, VP of Revenue Products, VP of Editorial Products, and SVP of Content and Commerce – we received a full go-ahead, due to their full confidence in the roadmap

Product Manager, Revenue Products — October 2017 - June 2019

- Led an international team of 8 people to develop a solution for one of two main lines of business for 2019
- Collaborated across several multi-disciplinary teams to build many products – including one estimated to bring in an additional \$1.5M in revenue per year, one that resulted in \$700k within the first week of launch, and another that alleviated operational headaches for Editorial, Sales, Account Management, and AdOps teams
- Developed a streamlined process for how work is planned, executed, and reviewed – from scoping documents, to how work is tracked, to kick off structure, and retro schedule and process

SKILLS AND TOOLS

Frameworks:

Agile, Scrum, Kanban

Project management:

Jira, GitHub, AirTable, Confluence, Roadmunk, Google Drive Suite, Asana, Trello, Adobe EchoSign

Development:

HTML, CSS, Sass, vanilla JavaScript, Mixpanel, Google Analytics

Design:

Photoshop, Illustrator, InDesign, Sketch, Zeplin, InVision, Figma, CLO

Content management systems:

Chorus (Vox Media's proprietary platform), Adobe CQ5, WordPress

Advertising tech:

Google Ads Manager, Omniture, DSPs, SSPs, ad-serving process

Other skills:

Public speaking, communications, marketing, stakeholder management

CERTIFICATIONS

Certified Scrum Product Owner

(CSPO)

Certified ScrumMaster

(CSM)

Sustainable Design

Entrepreneurship

(FIT, in progress)

COURSES (POST-GRAD)

New York University SCPS

Web Front-end Foundations

MIT CSAIL

Human-Computer Interaction for User Experience Design

Fashion Institute of Technology

- Introduction to Sustainability
- The Sustainable Organization
- Ethical Fashion I
- Navigating Sustainable Manufacturing
- The Purpose-Driven Company

LANGUAGES

English
fluent

German
intermediate (~C1)

Mic (now owned by Bustle Digital Group) – New York, NY, USA

Product Manager — February 2017 - October 2017

- Product managed the development of Mic's proprietary CMS – including user testing, defining scope and roadmap, troubleshooting bugs, and triaging issues reported by Editorial in the legacy and Beta editors
- Played a vital role in QA, design version control, and team communication during the Mic.com site redesign

Vox Media – New York, NY, USA

Project Manager — March 2015 - February 2017

- Facilitated the end-to-end production of 15-25 projects, with spends ranging from \$100,000-\$2,000,000
- Worked closely with Product to conduct user testing, QA new iterations, and define the roadmap for Chorus
- Managed, onboarded, and trained new hires on Vox Creative and other teams that worked with Vox Creative
- Defined and implemented processes to track work from pre- to post-sale that are still used today (2022)

Slate Magazine – New York, NY, USA

Project Manager — June 2013 - March 2015

Produced campaigns of \$100,000+ spend for clients looking to break into the sponsored content space

EDUCATION

Bachelor of Science, Media, Culture, & Communications — New York University, *New York, NY, USA*

Major GPA: 3.92 // Overall GPA: 3.80, Graduated Cum Laude