BRIGID WALSH

SKILLS

Product Strategy & Roadmapping ·

AI/ML-Powered Products ·

Personalization & Recommendations ·

User Acquisition & Growth ·

A/B Testing & Experimentation ·

Data-Driven Decision Making ·

Cross-Functional Leadership ·

UX Optimization & User Research ·

Zero to One Product Development

CERTIFICATIONS

Certified Scrum Product Owner

Demonstrated understanding of Product Owner responsibilities on a scrum team.

Computer Software Engineering

Graduated from Hackbright Academy, a 12-week coding bootcamp for women in tech.

INTERESTS

Human-AI Interaction

Exploring how AI systems shape human emotions, decision-making, and relationships.

Ethical & Responsible AI

Committed to building AI that is designed ethically and equitably, empowering marginalized communities.

Wearable Technology

Interested in how wearables enhance personal expression through sensory and embodied interaction.

Senior Product Manager │ Product Strategy & Growth

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SUMMARY

Product leader with 8+ years of experience driving growth across consumer and edtech products. From launching AI-powered products and new revenue streams, to revitalizing legacy platforms, I specialize in turning complex ideas into products that engage users and scale impact.

EXPERIENCE

Senior Product Manager
Dictionary.com/IXL Learning

03/2018 - 09/2024 · Oakland, CA

- Led growth strategy and roadmap for Dictionary.com products through and after IXL acquisition, improving engagement and monetization.
- Executed the launch of a **new video product line**, which quickly scaled to **20% of total company revenue**.
- Revitalized **Grammar Coach (NLP-powered writing assistant)**, retraining models and redesigning UX to achieve a **25% increase in conversions** and **18% reduction in churn** within six months.
- Implemented experimentation and optimization frameworks (A/B testing, funnel analysis) to drive engagement and retention.
- Partnered with engineering, design, and data science to deliver scalable ML-powered personalization features.

Co-Founder & CTO
Luma Legacy (Wearable Startup)

03/2015 - 06/2017 · San Francisco, CA

- Co-founded a wearable tech startup building **Bluetooth-enabled smart jewelry** for digital storytelling.
- Owned product strategy, hardware/software development (including a companion iOS app), and go-to-market planning.
- Conducted pilots and user research to validate product-market fit, iterating from concept through prototype.
- Managed vendor contracts, manufacturing partnerships, and early adoption efforts, demonstrating traction in zero to one innovation.

Educational Program Coordinator
Eyebeam

01/2015 - 12/2015 · Brooklyn, NY

- Led program design and education initiatives blending art, technology, and social impact; authored curriculum and contributed to successful grants.

STEM Educator
NYU / Tech Kids Unlimited / Ability Project

01/2010 - 06/2015 · Various Locations

- Taught coding and design to diverse learners and mentored educators across multiple STEM education programs.

EDUCATION

MS in Integrated Design & Media
New York University

2013 - 2015 · New York, NY

BFA in Multimedia
The University of the Arts

2010 - 2012 · Philadelphia, PA