TERRENCE COVIN
PRODUCT MANAGER

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ABOUT ME

I started my tech career as a web application developer and rich interactive designer. I later co-founded an award winning digital agency. Over the years I've had the pleasure of working for several large corporations and startups by leading product design or developing applications. Some startups went on to raise their first round of funding while others made it to the acquisition stage. All of these opportunities and learnings have contributed greatly to my cross domain product expertise. My experiences have provided me with an advantage to truly understanding what it takes to concept, build, ship, and maintain a product. I currently leverage my cross domain expertise in leading teams to build amazing products with a hyper focus on the consumer.

EXPERIENCE

StateFarm – Atlanta, GA
Digital Product Manager   Aug 2019 - Current

- Developed a vision and subsequent strategy for experiences related to the consideration stage of the auto shopping journey for statefarm.com. I was able to lead the engineering team in execution which resulted in an increase in on-page activity and page click-throughs. This provided a lift within the auto shopping funnel which resulted in an increase in auto quote starts.
- Responsible for bringing a new product to State Farm's agent force of 19,000 that I concepted. I developed a vision and subsequent strategy for this product and led the discovery, piloting, and deployment to market. The product leverages artificial intelligence and increases productivity and efficiency for agents who service customers every day.

StateFarm – Atlanta, GA
User Experience Lead   Dec 2014 - Dec 2019

- Led a UX team in the re-launch of State Farm's Steer Clear mobile application. I was also responsible for developing the experience strategy and user interface architecture. In order to bring this application to life my team partnered with; Marketing & Brand, Enterprise Research, Product, Business Analysts for Auto, Engineering, Creative Services and Legal & Compliance. The application quickly obtained "5 Star" status post launch and maintains its rating to this today. For more details visit my portfolio.
- Developed the experience strategy for State Farm's first Alexa Skill. Because I had previously designed and launched a skill of my own I was the sole practitioner on the floor who had experience. I developed an in-house Alexa Skill strategy guide other practitioners could leverage. The skill provides customers with the ability to find an agent and easily request replacement ID Cards. It achieved a 4 Star rating.

ACHIEVEMENTS

- Delivered award winning experiences for Fortune 1000s under an agency I co-founded.
- Chief iOS developer for Wedpics pre-Series B funding (acquired by WeddingWire).
- Lead UX Designer for Appia later acquired by Digital Turbine.
- Digital product inventor at State Farm.

CERTIFICATIONS

- Machine Learning Foundations for Product Managers - Duke University

- Certified Usability Analyst - Human Factors International, License 2015-5703

PM DAILY ACTIVITIES

- Vision / strategy development.
- Lead product discovery
- Enterprise cross collaboration
- Market Research
- OKR/KPI development
- Roadmap development
- Backlog development
- Product piloting

Appia – Durham, NC   *Sep 2013 - Nov 2014*
User Experience Lead

- Worked closely with Product Managers to define and drive user experience requirements for both new and existing products.
- Developed user scenarios, conceptual models, product and site architectures, work flow diagrams, high-fidelity wireframes, prototypes and visual mockups.
- Ensured UX milestones and deliverables are noted throughout the release life-cycle.
- Utilized qualitative and quantitative data to help define and defend UI and UX decisions.
- Collaborated with PM, Test, and Dev through implementation phase to realize design vision.
- Analyzed metrics for the purposes of multivariate testing.
- Produced design documentation.
- Produced asset libraries for the purposes of establishing a consistent UI.
- Led usability tests.
- Produced and maintained HTML widget component library for rapid prototyping.
- Designed and maintained portal style guide.

Axial Exchange – Raleigh, NC   *Jan 2013 - July 2013*
Sr. UX Designer / iOS Developer (Contract)

- Developed the user interface for the mobile content management system.
- Developed mobile prototypes.
- Developed the wireframes & high fidelity mockups for the iOS app.
- Created additional design library assets for the native and web version of the white label app.

Dejami (WedPics) – Raleigh, NC   *Jun 2012 - Aug 2012*
Sr. UX Designer / iOS Developer (Contract)

- Served as the primary iOS developer for the initial version of the mobile app.
- I was also responsible for helping to shape the mobile user experience.
- Wedpics was later acquired by WeddingWire.

Wells Fargo – Winston, NC   *Oct 2010 - Dec 2011*
Sr. UX Designer / Web Developer (Contract)

- Responsible for the design and UX of a new system application and bringing existing internal applications underneath the same user interface umbrella.
- Served as a web application developer operating in dual roles.
- Coordinating with the development team, enterprise data management team and business analyst in an effort to coherently articulate business requirements and customer needs into a workable development framework.
- Customer requirements analysis and creation
- Wireframe development
- Development of interface designs
- In charge of user experience
- Responsible for creating an intuitive IA (Information Architecture) from client requirements
- Icon development
- Interaction design
- Development of use case scenarios
- PHP5 (OOP) development (Oracle) - Kohana Framework
- Front End Development (jQuery, EXTJS, HTML, CSS)

VIsion Enhanced Studios – Greensboro, NC   *Apr 2005 - Jul 2009*
Co-Founder

Vision Enhanced was a digital agency and my very first startup. I was responsible for positioning and implementing the agency as a leader in helping brands reach consumers in the digital space.
This consisted of being able to deliver immersive public / private web sites and web applications to rival competitors and generate higher ROIs.
In addition to driving the agency into new opportunities of growth, I was also charged with fostering strong client and partner relationships via unmatched strategy and creative leverage that challenged traditional methods of engagement.

Partial Client List: Glen Raven, Sun Microsystems, Sealy Mattress, Embarq, OT Sports, Volvo IT Sweden, Volvo Trucks North America, Volvo Financial.

VIsion United States Air Force – Greensboro, NC   *Apr 1995 - Apr 1999*
Command & Control / Emergency Actions Controller

- Served as the single focal point for crisis management, supporting more than 5,000 personnel.
- Provided help desk/troubleshooting support.
- Designed data collection spreadsheets to identify test shortfalls and corrective actions for government operating systems, including computers, classified phones and radios.
- Established and implemented operational test programs for government communications systems.
- Developed training and certification outlines/guidelines.
- Responsible for submitting hundreds of operational reports, which involved a significant amount of data entry activities.