Terrence Covin

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SUMMARY

I'm a product leader with a proven track record of building innovative solutions that drive business growth while delighting users. My journey into Product started two decades ago with roles in engineering, product design, and user experience. I have successfully led cross-functional teams to launch impactful products across diverse industries throughout my career. I operate best in 0-1 scenarios and I'm passionate about inspiring teams to push boundaries and deliver incredible products that customers will love.

EXPERIENCE

Digital Product Manager (Navi) | State Farm | 2021 - Current

- 0-1 on a B2E AI powered product (GenAI/MCP/A2A) that determines intent through contextualization and handles channel fulfillment to help increase agent office efficiency and decrease operational costs; used nationwide by 19K agent offices as they service over 90 million customer policies.
  - Responsible for the development of the vision and subsequent product strategy and led the discovery, piloting, and deployment to market.
- 0-1 leading the strategy and execution for a new B2E agent Search experience (AWS Kendra/GenAI); enabling access to millions of articles across the enterprise digital ecosystem.
- 0-1 for an AWS-based chat product, integrated with Salesforce to reduce call center costs while increasing agent office efficiency.

Digital Product Manager (Statefarm.com) | State Farm August | 2020 - 2021

- Developed the vision and subsequent strategy for experiences related to the consideration stage of the auto shopping journey for statefarm.com, increasing useful visits by 20%.
- Decreased exit rates within the auto shopping funnel by 10% for statefarm.com.

Digital Product Manager (Community Offers Merchant Portal) | State Farm August | 2018 - 2020

- Led the redesign & development of the merchant portal for the Community Offers platform which served over 4,000 businesses nationwide.
- Improved usability and decreased error rate within Offer's submission flow to 2% from 30%.
- Increased NPS score to 43 from 0 and obtained a SUS = 80.

User Experience Lead | State Farm | 2014 - 2019

- Led UX team in the redesign and launch of State Farm's Steer Clear mobile application —obtained a "5 Star" rating. I was also responsible for developing the experience strategy and user interface architecture.
- Led the experience design and strategy for State Farm's first Alexa Skill which obtained a "4 Star" rating.

User Experience Lead | Appia | 2013 - 2014

- Led the redesign for Appia's ad platform utilizing qualitative and quantitative data to drive experience decisions.
- Led multivariate A/B testing of Appia's ad mobile product.
- Ensured UX milestones and deliverables were noted throughout the release life-cycle.
- Appia was acquired by Digital Turbine.

Sr. UX Designer | WedPics | iOS Developer (Contract) | 2012 - 2012

- Led iOS development for the initial launch of the WedPics app.
- Contributed to the success of WedPics, which was later acquired by WeddingWire.

Sr. UX Designer | Wells Fargo | Web Developer (Contract) | 2010 - 2011

- Designed and led the user experience (UX) strategy for a new system application, unifying existing internal applications under a cohesive user interface.
- Operated in dual roles as a web application developer and UX designer to bridge design and development workflows.
- Collaborated with the development team, enterprise data management team, and business analysts to translate business requirements into a scalable development framework.
- Conducted customer requirements analysis and translated insights into wireframes, interface designs, and use case scenarios.
- Led information architecture (IA) development to ensure intuitive navigation and usability based on client needs.
- Designed interactive elements, developed custom icons, and crafted user flows to enhance engagement and accessibility.

Co-Founder (CEO) | Vision Enhanced Studios | 2005 - 2009
- Founded and led Vision Enhanced, a digital agency focused on helping brands connect with consumers in the digital space.
- Positioned the agency as a leader in delivering immersive interactive experiences, as well as developing web applications that drove competitive advantage and higher ROI.
- Served a diverse portfolio of clients, including Glen Raven, Sun Microsystems, Sealy Mattress, Embarq, OT Sports, Volvo IT Sweden, Volvo Trucks North America, and Volvo Financial.

UI Design & Development | Offutt Systems | 1999 - 2005
- Led UI design for Innovia, a web-based Multiple Listing Service (MLS) system for the real estate industry.
- Managed setup, development, and maintenance for 40+ accounts, supporting over 10,000 end-users.
- Served as both lead designer and developer, ensuring a seamless user experience and robust application functionality.
- Developed a front-end utility enabling dynamic PowerPoint functionality by integrating user input with SQL Server to generate automated, data-driven presentations.
- Created an MLS-based slideshow tool that retrieved listing data, showcased property images, included a mortgage calculator, and provided email and print capabilities.

Command & Control / Emergency Actions Controller | United States Air Force | 1995 - 1999
- Served as the single focal point for crisis management, supporting more than 5,000 personnel.
- Monitored classified and unclassified communication systems for incoming emergency messages and alerts.
- Maintained constant communication with command centers, ensuring real-time situational awareness.
- Initiated emergency response protocols, such as recall procedures or base-wide alerts, during contingency operations or threats.
- Established and implemented operational test programs for government communications systems.
- Developed training and certification outlines/guidelines.
- Mentored junior personnel on emergency action protocols and communication systems..

CERTIFICATIONS
- **Machine Learning Foundations for Product Managers - Duke University | 2024**
- **Certified Usability Analyst - Human Factors International, License 2015-5703**