

# Gabby Manotoc

**Product executive with UX spike** | Demonstrated success working with complex multi-user SaaS | Empathetic manager with history of leading top performing teams

## experience

### Sr. Director, Head of Product – Untapped

May 2021- Present, Remote

Head of product for talent marketplace platform where companies and underrepresented job seekers connect. Series C, VC-backed SaaS.

Manage a team of product designers, product managers, engineers and data analysts to build for **150+ customers totaling ~6M ARR, and 1M+ users**. Manages managers.

**Work directly with the CEO to define long-term product vision**. Author company product roadmap, OKRs and resourcing across all product surface areas. Responsible for the department budget.

**Defined the first company product success metrics** in order to effectively predict customer account health, and identify which customers were at higher risk of churning due to product issues.

**Increased marketplace engagement rate by 10x YoY**, through a revamped user experience across core B2B and B2C surfaces. **Increased active users by 12% and top of funnel conversion by 20%**.

**Doubled average application volume** for candidates who've applied to jobs via Untapped, through feature roll-outs across multiple product surfaces, off-platform emails, and 3rd party extensions.

Launched new product offering consisting of new backend services and a new product surface that ultimately **increased B2B platform adoption by 20% and 4x-ed B2C engagement**.

### Director of Product Design – LinearFT (acquired by Amount for 175M)

March 2020 - May 2021, NYC

Founding team member for seed stage white-labeled B2B2C platform for financial institutions to streamline the end-to-end customer journey, reducing bias and providing funding access to SMBs.

Responsible for product design, brand design and product marketing. As **founding team member, defined UX process, strategy and culture**. Managed 3 full time resources.

Created and executed platform strategy and design for **10+ multi-year, multi-MM dollar** partnerships with banking partners. Company ARR was ~45M.

Spearheaded theme-based design system which **cut implementation time by 50%, and demo production by 20x**, ultimately speeding up time to close for GTM teams.

### UX + Strategy Lead (Healthcare and Fintech Verticals) – Kin + Carta

November 2016 - March 2020, NYC

Practice lead for global product and innovation studio for Fortune 500 companies. Cross-functional teams would work with clients over the course of ~2 years to define and ship products.

Defined UX strategy for several **multi-year engagements** across the healthcare, fintech, real estate, agritech and supply chain industries. Managed up to 3 feature teams and 2 designers.

**Healthfirst**: Led UX for non-profit health insurer's first iOS app which had **30k active users, 50k downloads and a 4.5 star rating on the app store 8 months post-launch**.

**Citibank**: Led UX for redesign of global commercial banking platform that led to a 114k increase in new platform users and **1000% increase in mobile users 12 months post-launch**.

**ABC Supply**: Defined UX strategy for supply company's first B2B e-Commerce marketplace portal that ultimately led to a **1.6M dollar SOW** for the first phase of the digital program for K+C.

### Designer - R/GA

June 2015 - November 2016, NYC

High performing IC for global digital agency known for its award-winning UX design + strategy.

Worked on large global teams to pitch and produce **multi-million dollar campaigns** for brands including Nike, Samsung and Verizon.

[gabbymanotoc.com](http://gabbymanotoc.com)

PW: montague1129

[gabby@manotoc.net](mailto:gabby@manotoc.net)

[in/gabbymanotoc](http://in/gabbymanotoc)

Based in Brooklyn, NY

## after hours

### Fractional Product Advisor

January 2023 - Present, Remote

Providing fractional product and UX advisory services to early-stage companies

### Career Coach - Designlab

February 2020 - Present, Remote

Work with students by providing tactical feedback and strategic career advice to prepare them for professional careers in UX

### Advisory Board Member - UC Riverside Design Program

October 2022 - Present, Remote

Helping shape the practical curriculum for students enrolled in the Design program at UC Riverside

### UX Mentor - Springboard

Oct 2021 - March 2022, Remote

Mentor aspiring UX professionals (design and research) through online coursework and one-on-one coaching sessions

### Mentor - Hexagon UX

Jan 2018 - Present, Remote

Participated as a mentor in the chapter's 1:1 mentorship program

## education

### Savannah College of Art and Design (SCAD)

BFA Graphic Design

Full tuition scholarship recipient

### The New School

Certificate, UX

### International Center of Photography (ICP)

Certificate, Various Courses

## fun facts

I'm a certified yoga teacher

My great grandmother was the 2nd female senator of the Philippines and is a constant inspiration for me to advocate for women in the workforce.