



# DANIE FERRUSI

## EDUCATION

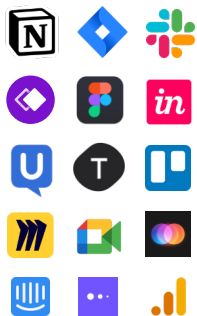
UX DESIGN  
CERTIFICATION  
DesignLab UX Academy  
New York, NY | 2019

BS IN INFORMATION  
TECHNOLOGY  
Northeastern University  
Boston, MA | 2016  
3.9 Summa Cum Laude

## SKILLS

Leadership  
Entrepreneurial minded  
Effective Communication  
Workshop Facilitation  
Customer advocate  
Product Research  
Process Efficiency  
Data literate  
UX Strategy  
Puns

## TOOLS



## CONTACT

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## PROFILE

With a background in leadership roles spanning across product management, customer success, experience design, and UX research; I've placed the needs of people and enhancing experiences at the very forefront of my professional commitments. I'm process-driven, methodical, empathetic, and keen to apply my skills in a remote-first company that challenges the status quo and prioritizes collective growth.

## EXPERIENCE

### HEAD OF PRODUCT 2022 – PRESENT Stakester (London, UK)

- Drove B2B service toward profitable exit
- Managed design, dev, analytic, and QA departments
- Supervised stakeholder & B2B client relationships negotiating terms, scope, and timelines
- Converted 22% of users from free to paid, increased day 30 retention by 8%, doubled our ARPU
- Applied data-backed decisions to drive product strategy & feature priorities
- Product managed experimental service offering in the NFT space

### HEAD OF CUSTOMER SUCCESS 2021 – PRESENT Stakester (London, UK)

- Managed customer support, player integrity, & UX research departments
- Aided in the building out of company-wide OKRs
- Built out B2C customer success initiatives & B2B client success functions from the ground up
- Owned all client/customer-facing touch points & oversaw all GTM strategies
- Facilitated interdepartmental SOPs with Dev & Product to build out bug/user needs prioritization
- Increased customer stickiness by 30% & maintained an B2C NPS score range between 54-68
- Decreased ticket closure time roughly 70%
- Retained 90% of B2B Partners & owned cross-sell and upsell cycles

### USER EXPERIENCE DESIGNER 2020 – 2021 Stakester (London, UK)

- Provided research that pivoted business offering from B2C to B2B/B2C
- Provided quarterly competitor research evaluations
- Deployed both quant & qual research methodologies to aid in product decisions
- Improved retention features, usability, & feature adoption
- Identified product KPIs & advocated for better data integrity
- Promoted to Leadership position in 12 months

### PRODUCT DESIGNER 2017 – 2020 Freelance (Hudson Valley, NY)

- Created end-to-end shippable products for startups in entertainment, health & wellness, & nonprofit industries
- Supplied user search initiatives & market research trends
- Provided UX strategy consulting, user testing, wireframing, and prototyping
- Helped curate PMF mitigation strategies