

Edward R. Highfield

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SUMMARY

Senior Product Manager & Operator with 14+ years scaling consumer products. Ex-T-Mobile (flagship app, T-Mobile MONEY) and Classmates.com. Recently shipped two AI-powered products end-to-end using agentic development tools (Claude Code, Replit) and operate a top-three retail business in Washington state with \$630k+ in year-one operated revenue.

CORE COMPETENCIES

- **Product Strategy:** End-to-End Lifecycle (SDLC), Roadmap Prioritization, P&L Management, Market Analysis, M&A.
- **Methodologies:** Agile / SCRUM, Lean Startup, User Research (Qual/Quant), A/B Testing, Multi-variant Testing.
- **GTM & Growth:** Digital Marketing, SEO/SEM, Stakeholder & Vendor Management, B2B/B2C/SaaS/Enterprise.
- **Design & Media:** UX/UI Design (Figma), Video Production & Editing, Adobe Creative Suite, Brand Management.

TECHNICAL STACK

- **AI & Automation:** OpenAI, Claude | Claude Code, Python (Scripting & API Integration), Large Language Models (LLMs).
- **Platforms:** Shopify, Magento, nopCommerce, T-Mobile MONEY (Fintech), Classmates (Legacy Systems).
- **Product Tools:** Jira, Confluence, Google Ads, Meta Ads, HTML/CSS, SQL (Basic Querying).

EXPERIENCE

*Bricks & Minifigs Issaquah, **Founder & Operator***

Oct 2023 - Present

Operating a top Bricks & Minifigs franchise store in Washington state (often top-1, consistently top-3) while leading product, growth, marketing, and AI tooling across the business.

- **AI Product Build:** Designed and shipped a live AI-powered product valuation web app alpha in ~4 days using Claude Code, identifying products from photos via the Claude Vision API and returning real-time market pricing. Stack: React/Vite, Node.js/Express, Supabase, deployed on Vercel/Render.
- **Internal AI Tooling (Listing Velocity Engine):** Architected an AI-powered inventory engine in <6 hours using agentic development tools (Replit), reducing manual SKU research by 98% and automating retired set valuation via real-time market APIs.
- **Omnichannel Growth:** Launched Shopify e-commerce and live-selling on Whatnot, generating \$10k+/month in incremental revenue; scaled to 7k+ followers via a \$10k/month multi-channel program (Meta, TikTok, Pinterest, email).
- **P&L & Management:** Scaled to \$630k+ revenue in year one; managed an 8-person team across retail, e-commerce, and live operations.

*T-Mobile, **Senior Product Manager (Identity & Security)***

Apr 2021 - Jul 2024

- **Product Strategy & Adoption:** Scaled biometric authentication from **45% to 60%+** by spearheading data-driven UI/UX optimizations; prioritized high-velocity "Bio-first" entry points over complex hardware protocols to maximize user security without increasing login friction.
- **Fintech Integration (T-Mobile MONEY):** Orchestrated the end-to-end authentication roadmap for T-Mobile's fintech product; streamlined onboarding flows by integrating complex financial services with core identity protocols, improving the customer "Day 1" experience.
- **Cross-Functional Leadership:** Navigated high-complexity security landscapes by aligning UX, Identity Management, and Cyber-Security teams; communicated a unified product vision to executive stakeholders and ensured 100% compliance with federal security standards.
- **AI Innovation:** Directed a strategic cross-functional task force to explore **AI-driven authentication** and account management; identified high-impact use cases for automated fraud detection and predictive user-verification flows.

POP, Inc/WordFly.com, **Head of Product**

Mar 2020 - Oct 2020

- **Strategic Roadmap & Crisis Management:** Architected a multi-year product strategy for a global marketing SaaS product, prioritizing high-retention features for 600+ enterprise clients in the Arts & Culture sector during the initial COVID-19 industry shutdown.
- **Operational Leadership:** Managed and mentored a 12-person cross-functional team, implementing streamlined Agile workflows to improve delivery velocity and cross-departmental collaboration under remote-work transitions.
- **Client Advocacy:** Consulted directly with executive stakeholders at major cultural institutions to pivot digital communication strategies, ensuring platform utility despite physical venue closures.

55Zero, **Director of Product Management, Program Manager (Contract)**

Aug 2019 - Jan 2020

- **Multi-Platform E-commerce Strategy:** Directed the development and launch of a high-compliance medical e-commerce platform (Magento) and four additional retail sites (nopCommerce), managing the end-to-end lifecycle from feature definition to deployment.
- **Operational Transformation:** Architected and implemented a **Lean software development lifecycle (SDLC)** for distributed remote teams, increasing communication transparency and ensuring 100% on-time delivery for complex feature releases.
- **Data Governance & Security:** Consulted with executive stakeholders to define product roadmaps for large-scale data sets; prioritized **PII (Personally Identifiable Information) security** and regulatory compliance within the medical digital ecosystem.

PeopleConnect (Classmates/Intelius), **Senior Product Manager**

Aug 2014 - Jun 2019

- **Product Revitalization & UX Strategy:** Spearheaded the end-to-end redesign of the Classmates digital yearbook experience; leveraged emotional storytelling and UX optimization to drive a **20% increase in traffic and yearbook sales**.
- **Feature Innovation & Engagement:** Re-engineered the "High School Reunions" feature based on psychology-driven market research and customer insights, resulting in a **600% increase in engagement** and significantly higher ad revenue.
- **Data-Driven Experimentation:** Executed a high-velocity testing roadmap including A/B, 404, and audience-segmented marketing tests to validate business hypotheses; managed a portfolio of up to **7 concurrent products** in various stages of experimental design.
- **Strategic Business Planning:** Delivered comprehensive P&L statements, revenue forecasts, and business cases to executive stakeholders; secured cross-functional buy-in for new product roadmaps through rigorous focus groups and field research.

TheaterMania.com (acquired by AudienceView), **Director of Product**

Aug 2006 - Aug 2014

- **Executive Leadership & M&A:** Partnered with the CEO to define global business strategy, including the successful **acquisition of a UK-based product** and scaling site traffic by **80%+** through an overhaul of editorial and content strategy.
- **Platform Innovation (B2B & SaaS):** Conceptualized and launched the OvationTix landing page, supporting a B2B SaaS event-ticketing platform serving **700+ enterprise clients**, and engineered a CRM suite for theater producers to manage large-scale digital listings.
- **Mobile & Social Growth:** Designed and developed the TheaterMania mobile app and proprietary search API; launched "BroadwayMania," a social trivia game that scaled to **300k+ users** with an industry-leading **9-min avg session time**.
- **Technical Product Management:** Managed a hybrid team of senior/junior developers (local & remote); led the transition to Agile methodologies and personally architected rapid prototypes for web, mobile, and tablet interfaces.
- **SEO & Digital Authority:** Directed SEO/SEM initiatives that secured **top-3 rankings** for highly competitive industry keywords, significantly increasing organic reach and brand dominance.

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Product Leader Certification** | Product School
- **Foundations in Design Thinking (HCD)** | IDEO
- **Certified Scrum Product Owner (CSPO)** | Solutions IQ
- **BFA/BS Coursework:** Video Production, Computer Science, & Digital Art | **Purchase College, SUNY**
- **Specialized Training:** SQL & Database Management (NYU), Small Business Administration (NYU), Game Design (Pierce College).