Grant Mintz Mortimer

Senior Product Manager

Portland, OR | grantmortimer.com | linkedin.com/in/grantmortimer

SUMMARY

Senior Product Manager with 7+ years across product management and UX design. Combines customer research, product analytics, and cross-functional leadership to define product strategy and simplify complex workflows. Experience spans customer-facing redesigns, internal tools, payments integrations, and 0-to-1 launches.

CORE COMPETENCIES

- Product Strategy & Roadmapping
- Opportunity Assessment & Prioritization
- Cross-Functional Leadership
- Stakeholder Management & Alignment
- 0-to-1 Product Development
- Product Discovery & User Research
- Workflow Design & Optimization
- UX/UI Design
- Prototyping & Usability Testing
- Accessibility & Inclusive Design (WCAG)
- Product Analytics & Event Instrumentation
- KPI Definition & Performance Measurement
- A/B Testing & Experimentation
- Onboarding & Activation

PROFESSIONAL EXPERIENCE

CD Baby, Portland, OR — July 2019 – July 2026

Music distribution software serving 2M+ users since 1999, with royalty payouts and subscription add-on products. Promoted 3 times in 7 years from UX design to product management.

Product Manager — September 2021 – July 2026

- Led a comprehensive redesign of the customer-facing experience to internal alpha, owning the roadmap and defining MVP scope through market research, customer interviews, and product analytics; managed an external consulting team and led an internal team of engineers, designers, and data scientists.
  - Expanded listening analytics from 2 to 8 platforms and simplified the set of metrics enabling consistent cross-platform comparison.
  - Consolidated 16 Earnings pages to a single KPI dashboard; used progressive disclosure to preserve advanced workflows for power users.
- Launched ‘Boost’, a 0-to-1 add-on bundle replacing the sunset ‘Pro’ offering; achieved 42% adoption, 2x that of Pro, and doubled add-on revenue per order.
- Achieved PCI compliance and unlocked international growth with global payment methods and localized pricing by selecting and implementing Adyen as payment processor.
- Raised new-user activation from 34% to 47% and payment conversion from 20% to 29% by A/B testing an end-of-onboarding prompt.
- Increased new accounts by 14% and paying customers by 9% through 4 iterative signup experiments co-led with Marketing.

Product Designer August 2020 – September 2021

- Eliminated a multi-step manual sales order management workflow for 30+ daily users across Customer Support and Accounting teams by designing and shipping the 'Sales Orders' internal tool.
- Reduced weekly royalty report reconciliation from approximately 3 staff-days to 1 by partnering with Data and Accounting to design and ship 'MoneyMaker', improving automated and manual matching.

Jr. UI/UX Specialist October 2019 – August 2020

- Identified and helped resolve 6 critical customer pain points by co-facilitating a workshop with Customer Support, reducing support contacts and improving usability.

UX Intern July 2019 – October 2019

- Informed 4 shipped usability improvements by planning an in-person usability study, recruiting 8 users, and facilitating testing to identify friction in the customer journey.
- Established CD Baby's first design system in Figma and Storybook, standardizing UI components across 3 products.

EDUCATION

St. John's College, Annapolis, MD 2013 – 2017

B.A., Philosophy, Literature, and the Natural Sciences

All-required discussion-based classical Great Books curriculum; 4 years of philosophy, math, and language, 3 years of science, and 2 years of music.

CERTIFICATIONS

Data Analytics, CEPE, Portland State University 2024

Certified Scrum Product Owner (CSPO), Jeff Patton 2022

Product Psychology, Growth.Design 2021

TOOLS

Analytics & Experimentation: PostHog | Google Analytics (GA4) | Amplitude | SQL | Power BI | Tableau | **Design & Research**: Figma | Storybook | Miro | Balsamiq | Axure | Dovetail | **Product & Delivery**: Jira | Linear | Azure DevOps | Confluence | Notion | GitHub | Claude Code

OTHER EXPERIENCE

Radio Host, MOVEMINTZ w/ DJ MINTZ, Samewave Radio 2025 – Present

Every 2nd Thursday @ 8PM PT on www.swr.live

Artist Driver (Volunteer), PDX Jazz Fest 2017 – Present

Percussionist, Bloco Alegria 2017 – 2021

Rio-style Brazilian Samba band.

Conservationist, Washington Conservation Corps, AmeriCorps 2018