

Emma Leyden

Experienced in building and growing digital products as Product Lead

Trained by IDEO on how to uncover insights & solve problems through human-centered design & research methodology.

Driven by my purpose to connect people to what's most important to them.



emma.leyden@gmail.com
(510) 316-8510

EXPERIENCE

IDEO — Product Lead

June 2020 - Present | San Francisco/Remote | Previously: Associate Product Manager

Own ideou.com web channel, building out a great user experience, by ideating, defining, and implementing strategic solutions & roadmaps that drive growth.

Lead research to unpack problems and converge at clear, impactful insights and solutions. Interview users, synthesize data, uncover aha moments, and create actionable takeaways to serve business goals and digital product features and opportunities.

Manage a high velocity A/B testing program that boasts a consistent 8+ ROI. Lead experimentation team to design and scope tests, analyze quantitative data, and present learnings to stakeholders.

Title Nine — Product Manager & UX Researcher

Jan 2018 - May 2020 | Bay Area, CA

Managed titlenine.com overseeing the launch of hundreds of products, frequent creative asset refreshes, site merchandising, usability testing and more.

Designed the company's first-ever A/B testing program, driving the end-to-end test plan & development, including design, data analysis, & presentation.

Pick Her Up Basketball — Founder

March 2016 - Present | Oakland, CA

Founded the only structured weekly women's pick up basketball organization in the SF Bay Area after identifying a glaring problem: no opportunities for adult women to play basketball post-college.

Built a community of over 400 female basketball players, manage a leadership team of ten, and currently building brand growth expansion plan.

Excele Sports — Sports Journalist & Product Manager

2017 | New York City

Interviewed elite professional athletes, published 60+ articles, attended WNBA draft, launched a WNBA podcast for a small women's sports media startup.

Tucker Center, University of Minnesota — Research Assistant to Directors

Two years as undergraduate | Minneapolis, MN

Collected, verified & analyzed qualitative and quantitative data for multiple groundbreaking published studies & an Emmy award winning PBS documentary.

SKILLS

Product Management

Strategy & Research

Data Analysis & Synthesis

User Research Methods

Leader, Team Builder

Problem Solver, Self Starter

Google Analytics, VWO

Hotjar, Asana, Ubug, Hubspot

EDUCATION

Macalester College

BA Psychology

American Studies Minor

Cum Laude

Top 25 liberal arts college

NCAA Division III Basketball

Team Captain

3 Academic All-Conference

INTERESTS

Design Thinking

Traveling

Basketball + WNBA

Social Justice (IDEO Inclusive Design Collective member)