

Omar El-Etr

San Francisco, CA • (570) 939-7183 • omarkeletr@gmail.com • [LinkedIn](#) • [Portfolio](#)

WORK EXPERIENCE

LaunchGood — Product Manager, Donor Experience

Nov 2024 – Present

San Francisco, CA (Remote)

- Leading end-to-end Donor Experience at LaunchGood, the world's largest Muslim fundraising platform
- Generated \$750K+ in monthly donations by architecting 0-1 Zakat (Muslim tax) experience as new product vertical
- Drove 166% (~2.5x) increase in donor conversion and 42.3% uplift in average tip per donation by orchestrating development of new tax home page
- Boosted recurring giving challenge enrollments by 46.9% by running A/B tests, improving donor retention
- Spearheaded the implementation of experimentation infrastructure, significantly increasing the volume of A/B tests

Asana — Product Manager, Design System

Feb 2023 – Jan 2024

San Francisco, CA (Hybrid)

- Led Design Systems overseeing internal tooling and component strategy to increase development velocity and consistency
- Boosted development velocity and elevated Asana engineering satisfaction rate from 89% to 97% through spearheading largest product enhancement to Asana's in-house UI component development environment
- Reduced support ticket overhead by 20% through qualitative and quantitative analysis of support inbox, leading to prioritized component improvement strategy and increased velocity of product and design system teams

Pluralsight — Product Manager, Mobile

Sep 2019 – Feb 2023

Salt Lake City, UT (On-site, Remote)

- Led team of 11 engineers and 1 designer, overseeing 6 native apps (iOS, Android, MacOS, Windows, AppleTV, Fire TV)
- Unlocked \$300K in annual revenue and mitigated critical business risk by launching in-app purchasing on Android under tight timeline and challenging constraints
- Reduced user churn by 16.8% by piloting onboarding experience, leveraging quantitative + qualitative data insights
- Increased two-week active users by consistently running A/B and multivariate tests on various app experiences
- Elevated customer centricity by evangelizing research in product development, conducting 50+ interviews + usability tests

Udemy — UX Research Intern

Jun 2018 – Aug 2018

San Francisco, CA (On-site)

- Led currency, payments, and content localization efforts for emerging international markets, conducting competitive analysis, designing and running 100+ surveys, and leading 20+ unmoderated usability tests in Arabic
- Synthesized and presented findings to cross-functional stakeholders and executive leadership (CPO and CFO), providing actionable short- and long-term product recommendations that led to strategic product decisions

EDUCATION

Bucknell University — B.A. Computer Science (*Cum Laude*)

May 2019

Awards: BISON Award for Excellence, CHI 2019 Best Paper Award Recipient (100+ Citations)

SKILLS, VOLUNTEERING, PROJECTS

Product & UX: Prioritization, Communication, Stakeholder Management, Roadmapping, Agile, OKRs, Strategy, User Research, Wireframing, Data Analysis, A/B Testing, AI/ML, Design Systems, Infrastructure, Product Integration, API, SQL, HTML, CSS

Stack: Asana, Notion, JIRA, Figma, Firebase, Amplitude, Segment, Datadog, UserTesting.com, Heap, Looker

Volunteering: Product Manager Expert at Localized (5+ years), Mentor at EducationUSA Egypt (10+ years)

Content Creation: Education YouTuber (21K+ Subscribers), Podcast Host (20K+ Downloads, 125+ 5-star ratings)