

ANDREW FREIRE

PRODUCT MANAGER

PROFILE

Hi, I'm Andrew Freire: a user-focused Product Manager with 8+ years of experience launching successful Enterprise and Consumer products for web, iOS, Android, and embedded IoT and Mixed Reality (MR) platforms from 0 to 1. Leveraging a strong background in strategic planning, product development, and cutting-edge technologies, I am dedicated to pushing the boundaries of immersive user experiences to create world-class products.

EXPERIENCE

Product Manager

Nov 2020 - Present

Proto Hologram, Los Angeles CA

- Managed a team of 3 designers, 1 business analyst, and over 20 engineers to successfully launch Proto's Mixed Reality OS, web-based SaaS application, mobile streaming app, and administration tools using React, Node, Flutter, and Ubuntu Core 22.
- Regularly coordinated with cross-functional teams, including world-class engineers, designers, sales, legal, finance, and other stakeholders to deliver key milestones.
- Conducted market research and user studies to identify opportunities and pain points, leading to the implementation of user-centric features and improvements and data driven roadmap prioritization.
- Implemented complex features including AI Avatars, App Marketplace, IoT device management, 4K streaming, AI-based Sentiment Analytics, and 3D visualization tools.
- Played a crucial role in helping the company scale from \$1M in annual sales to \$16M from 2020 to 2023.

Senior Product Manager

Mar 2019 - Nov 2020

KIS Technologies, Plano TX

- Managed U.S. and overseas development resources on two enterprise SAAS applications: KIS Ticket and KIS Kiosk.
- Designed UI/UX flows, prototypes, and documentation for developer handoff
- Moderated weekly status meetings, user interviews, and development releases.
- Created thorough documentation and over 400 mockups and product specifications to accomplish key stakeholder needs.
- Regularly prioritized backlog items and defined product strategy.

CONTACT

📞 (562) 225-0879

✉️ andrew.m.freire@gmail.com

🌐 andrewfreire.com

🌐 [linkedin.com/in/andrewfreire1](https://www.linkedin.com/in/andrewfreire1)

📍 12200 Montecito Rd, APT B303
Seal Beach CA 90740

REFERENCES

Ziad Afana

Lead Software Engineer, Proto Hologram

📞 (310) 902-4794

✉️ ziad@protohologram.com

Brendan Kavanagh

Partner - Product Strategy,

SymmetryLabs.io

📞 (650) 823-8412

✉️ brendan@symmetrylabs.io

Thomas Ciesielski

Senior Product Manager, Snap Inc.

📞 (562) 895-4221

✉️ thomas.ciesielski@snap.com

Phil Alfonso

Product Manager, Indeed

📞 (909) 538-3448

✉️ philalfonso88@gmail.com

Product Manager

Aug 2016 - Mar 2019

KIS Technologies, Irvine CA

- Managed U.S. and overseas development resources on our enterprise SAAS application: KIS Ticket.
- Created fully interactive prototypes for cross-platform iOS, Android, and web-based E-Commerce and Point of Sale applications.
- Created design libraries, user flows, personas, and documentation.
- Conducted market and user research.

SKILLS

- 8+ Years of experience as a Product Manager managing design and development teams to lead successful products from conception to post-launch.
- Data-driven decision and analytical thinking, using market research and user studies to inform product requirements, roadmap prioritization, and product strategy.
- Leadership, organizational, and execution skills, supporting multiple projects simultaneously while meeting tight deadlines.
- Expertise in Figma, Confluence, Jira and user research/usability testing, enabling the creation of user flows, wireframes, technical requirements, high fidelity designs, and prototypes.

EDUCATION

Loyola Marymount University

Aug 2007 – Jun 2011

Los Angeles, CA

Bachelor of Arts in Animation - Graduated cum laude with highest honors.

SMU Full Stack Engineer Bootcamp

Jun 2020 – Dec 2020

Plano, TX

Attended part-time coding bootcamp to learn MERN stack and develop responsive web applications.

TOOLS

Jira

Confluence

Trello

Miro

Figma

Adobe CC

HTML

CSS

Javascript

React

Flutter

NodeJS

Ubuntu Core 22

Swift

Google Suite

Unity

Maya