

AMANDA LYNN BERKOWITZ

Technical Product & Digital Experience Leader

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Summary

Technical Product & Digital Experience Leader building UX-driven, technically complex, multi-platform products across web, mobile, SaaS, subscription, e-commerce, digital media, and API-driven ecosystems. Combines a hands-on development background with product strategy, UX, digital marketing, Agile delivery, and cross-functional leadership. Known for bringing structure, technical depth, and a strong eye for quality to complex products that solve real human needs.

Experience

Director of Digital Production

10/2025 - Present

DotDotDash

New York, NY

- **For Sony Honda Mobility's AFEELA**, managed a 10-person team to launch and optimize the OOH digital experience across 6+ California studios, improving customer interactions through iterative UX enhancements, A/B testing, and analytics-driven refinements.
- **For client Disney**, managed and delivered a custom holiday promotional app that let users create and upload doodles to a Times Square digital billboard above The Disney Store. The app supported a 2-hour live event and drove real-time engagement and brand visibility.

Technical Project Manager, AI Chatbot

01/2025 - 06/2025

TGIX, for client Tricycle

New York, NY

- Developed an AI chatbot assistant for the Tricycle meditation ecosystem using Amazon tools, which improved content discovery and support efficiency.

Senior Product Manager / Technical Project Manager

01/2021 - 06/2024

TGIX, for client Tracy Anderson

New York, NY

- Defined and executed product strategy for a multimedia wellness ecosystem, increasing engagement through a tiered subscription platform spanning live streams, on-demand content, events, retreats, magazine content, and weekly e-commerce drops.
- Led high-visibility product launches, including exercise devices paired with subscription experiences and custom content across digital channels, using Stripe and Zype.
- Spearheaded e-commerce enhancements including pre-orders, dropshipping, filtering, personalized recommendations, and improved merchant tooling for product uploads and optimization, using WordPress and Stripe.
- Improved operational efficiency by introducing tools for client support, finance, and trainer management, including custom reporting and a major warehouse software migration.
- Partnered with engineering and design teams to deliver intuitive, high-value UX across web and mobile experiences.
- Directed product strategy and launch execution for a new exercise device and curated content portal, resulting in 5,000 units sold in the first weekend, with over 40% converting to an annual subscription.

Product UX Consultant (Contract Work)

12/2017 - 04/2020

LOREM IPSUM Consulting

New York, NY

- **At Halo**, managed an app-enabled device that monitored infant sleep quality and vital signs and provided safety analytics for parents. (2020)
- **At R/GA**, built internal processes and client offerings for a new product department, which improved operational efficiency and expanded service capabilities. (2019)
- **At Intersection for client Related Properties**, launched custom digital OOH advertising platforms and interactive kiosks offering wayfinding, reservations, and ticket purchasing for **Hudson Yards**, enhancing visitor engagement and increasing advertiser reach. (2018-2019)
- **At SuitableYou**, managed development of the customer website, stylist and customer portals, and custom stylist analytics tools. (2017-2018)
- **At Blockchain for Change**, developed product and UX strategy for digital identity, financial inclusion, and mobile services for underserved communities. (2018)
- **At Digital Citizen**, ensured content, design, and CMS fidelity across multiple client projects beginning in 2017.

Career Highlights

💎 Cross-functional digital leader

With a development background spanning engineering, UX, QA, product, program delivery, digital marketing, and innovation.

💎 Agile delivery expert and Jira power user

Experienced in backlog strategy, sprint planning, risk management, blocker resolution, and mentoring PMs.

💎 Emerging-tech product leader

Across mobile, streaming, IoT, smart-city OOH, wearables, AR, and AI.

💎 B2B2C and SaaS product experience

Building scalable tools and systems that improve productivity, reporting, support, fulfillment, and e-commerce.

💎 Transformed EPIX into a scalable API-first platform

Brought development in-house across 18 platforms and helped drive 400% growth in video consumption.

💎 Nearly 8 years at Condé Nast Digital Marketing

Leading digital marketing, advertising, innovation, and B2B product development focused on efficiency.

Education

BS in Information Management and Technology

Syracuse University

Certifications

Lean Agile and the Team

NetObjectives

Product Management Bootcamp

General Assembly

Managing Software Development

General Assembly

Experience

Senior Product Manager / Technical Project Manager

05/2015 - 12/2017

EPIX

New York, NY

- Directed product development for award-winning video streaming experiences across 18 platforms, including web, mobile, and OTT environments such as Apple TV, Roku, and Xbox.
- Transitioned design and development in-house, streamlining Agile and Lean processes and increasing video consumption by 400%.
- Led cross-platform initiatives requiring coordinated changes across API, CMS, and apps, including an API migration, mobile app relaunches, TV series support, and downloadable mobile content.
- Mentored a cross-functional team, including 8 developers and 3 product managers, on Agile practices, user story writing, Jira, API specs, and sprint planning while serving as acting Scrum Master.

Senior Product Development Manager / QA Manager / Senior Web and Product Developer

01/2008 - 05/2015

Condé Nast

New York, NY

- Built custom interactive digital media and helped launch early iPad apps prior to the device's release.
- Delivered digital products across Condé Nast brands including Vogue and Vanity Fair, spanning AR activations and custom CMS platforms for user-generated campaigns.
- Embedded scalable QA processes, standards, and tools that improved testing efficiency, consistency, analytics, and product quality across teams.
- Championed quality standards for marketing experiences, iPad apps, interactive ads, analytics, and custom B2B platforms, reducing errors and improving user satisfaction.
- Partnered with cross-functional teams to create proof-of-concepts for media sellers and support new digital revenue opportunities.
- Contributed to award-winning digital work recognized by the Webby Awards, IAC, MIN, Media and Vanguard, including 8 IAC awards and Digital Team of the Year; personally named Condé Nast Marketer of the Quarter and Business Insider's "Sexiest Developer on Earth."

PAST DEVELOPMENT EXPERIENCE

Development experience includes HTML, CSS, JavaScript, PHP, Perl, SQL, XML, WordPress, custom CMS development and administration, and SEO.

Senior Web and Product Developer at Condé Nast

01/2008 - 08/2011

Built custom interactive digital media and launched early iPad apps prior to device's release.

Mobile Product Developer at Netomat

01/2005 - 08/2007

Developed an early pre-smartphone mobile social network, specializing in mobile usability.

Web and Product Developer at Amp Agency

02/2004 - 01/2005

Digital marketing websites with custom CMSs, for the tween and young adult market.

Product Developer at NYU Press, History E-Book Project

01/2002 - 12/2003

B2B publishing product to process rare delicate scholarly texts in XML for digital preservation.

User Experience Designer at Authentidate

03/2002 - 06/2003

Designed UX for an early digital-signature app for legally signing documents.

Web Developer at Thaumaturgix

01/2000 - 08/2001

Custom front end and CMS for a subscription-based publisher of health-related content.

Web Developer at Hearst Interactive Studios

09/1999 - 12/1999

Launched and maintained magazine, music, and television websites.

Product Development at The IT R&D Lab

01/1996 - 05/1999

- * Developed early distance education tools for AskERIC.
- * Led next generation search-first web browser initiative for Sun Microsystems.
- * Designed a smart home, telemedicine prototypes, and interfaces for quadriplegics for Pulsar.

Skills

Product & Delivery

Product Strategy · Product Lifecycle · Roadmaps · Requirements · User Stories · Backlog Prioritization · Sprint Planning · Agile · Scrum · Kanban · Lean · SDLC · Stakeholder Management · Client Management · Cross-functional Coordination · Risk Management · Bug Triage · Campaign Management · Data-Driven Decision Making

Technical, UX & Analytics

Software Architecture · Information Architecture · Wireframes · SQL · Data Analysis · A/B Testing · Metrics · XML · Technical Writing · Technical Communication · IoT Product Management · AI Product Implementation · Chatbot Development

Tools & Platforms

Jira · Confluence · WordPress · HubSpot · Monday.com · Asana · Trello · ActiveCollab · Slack · Microsoft Teams · Google Workspace · Microsoft 365

Industry & Domain Experience

SaaS · B2B2C · E-commerce · Digital Media · Digital Marketing · OTT/Streaming · IoT · Smart-City OOH · Ad Tech · Publishing · Entertainment · Digital Agency · Healthcare · Distance Education · Startups · Digital Transformation

Interests

Analog Synthesizer · Performing live music · Japanese sake · Eyewear collector · Taste tests · Vintage design