

Showing results for: [Rob Kamphausen, Product Guru](#)**[User-based focus, in-depth project ownership and limitless entrepreneurial creativity](#)**

10+ years of amazing Product experience. I balance scalable, efficient MVP builds with Interactive UX and dynamic ideals; blazing new trends to counter impossible tasks. I lead via roadmap plans, develop comprehensive specs with stakeholders, execute objectives with teams, and A/B optimize with users. reallyrob00@gmail.com, robviously.com, Seton Hall, BA, Honors Program , Hoboken NJ, 973.704.4977

[Product Highlander – DramaFever](#)

www.dramafever.com (March 2014 – Now)

Began a renaissance within the growing startup –rebuilding internal teams and process, while tackling the brand’s design and features. Replaced complex business models and UX with simplified, efficient process and design, maximizing opportunities for growth, partners, and investments...

[Director, Products – delivery.com](#)

www.delivery.com (May 2013 – March 2014)

Lead Product team and site across new verticals, markets, and devices. Focused on rapid development of a responsive, mobile-first webview; later leveraged to relaunch the desktop experience and power the rebirth of the universal iOS and Android apps...

- Established reliable, iterative MVP methodologies on every build and feature
- Introduced A/B testing and focus group concepts for re-active iteration
- Designed an internal flow, via JIRA, for specking, outlining and requirement gathering

[Senior Director of Product - Totsy](#)

www.totsy.com (November 2011 – May 2013)

Advanced Totsy’s position in the family-targeted Flash Sale space by coordinating the efforts of a 15-person tech team. Collaborated with execs and 70+ employees to evolve a homegrown platform into a stable Magento ecommerce framework. Oversaw and chaperoned Modnique transition...

- Outlined 2 years of feature development with a visual product roadmap
- Tackled integrations like new payment gateways and monthly membership subscriptions

[Product Guru - FYREBUG](#)

www.gamegonzo.com (April 2007 - August 2011)

Guided FYREBUG with a detailed product roadmap from concept to widely used application. Established the user-generated platform as a recognized milestone in the casual gaming community by optimizing the GameCreator, site interaction and overseeing 120 unique Flash game engines...

- Raised \$500,000 in funding from prototypes to co-found the gaming platform
- Developed a B2C model with 350,000 user-created games from 150,000 users
- Brokered deals w/ Sports Illustrated, WWE, Simon & Schuster, ESPN, PBS, Lionsgate, Universal

[Director of UX - 4Kids Entertainment](#)

www.myvortexx.com (March 2004 - April 2007)

Elevated and energized the media company’s online presence to once-impossible tiers beside Disney and Nickelodeon. Owned all site User Experience, from ideas to concepts to wireframes to living pages. Grew the department from 2 to 9, met with stakeholders, and strategized builds with the CEO...

- Increased traffic and revenue 2004-2007 by 750%, ranking in Nielsen Top 10, Kids 6-11
- Devised, pitched and secured an advertising deal that generated \$1.2 million annually