

# KINGSTON TAGOE

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Ambitious and commercially-minded product manager experienced in product definition, UI/UX design and prototyping, product marketing, product life cycle management and managing software teams. Experience in assessing customer or stakeholder requests, translating this into requirement specifications, product roadmap & management, product launch and leveraging go-to-market strategies.

## **VP of Product — Rancard**

**2019 - Present**

Rancard enables global brands to connect with relevant audiences through AI-powered conversational discovery and activity-based predictive engagement.

- Partnerships with multi-national fintechs, and delivery brands to enable pan-African payments and delivery for over 35,000 merchants brands and ~220 million users in Sub-Saharan Africa
- Negotiated contracts with technology and service vendors, content providers translating in cost-savings at over 10.5% of OpEx
- Delivery of AI-enabled engagement features on Subscriptions Management Platform leading to processing of over £ 20 million on digital telco products and services
- Unlocking SaaS messaging features and enhancing technology infrastructure which resulted in delivery of 60 million messages daily on telco networks
- Market adoption strategy through delivery of SaaS functionalities on Rancard's Campaign App which led to processing of ~ £ 15.6 million in sales by consumer brands including ABinBev, Diageo, Fido
- Implemented an effective measurement system that captures feedback from customers (e.g. users, brands, enterprises) and translating these into strategic metrics and insights to influence product positive evolution

## **Product Design Consultant — SHACK15**

**2019**

SHACK15 is a social space bringing together passionate founders, innovators and change-makers from around the world, in San Francisco.

- Product liaison for 4 consulting companies which were involved in product delivery saving > 350 development hours through agile management
- Product roadmapping, prioritising deliverables and timelines which led to on-time delivery of all applications ahead of launch
- UI/UX design and prototyping of business platform, iOS and Android mobile apps to communicate product ideas on functionality, features and user experience to internal and external stakeholders

- User testing with clients to gather new insights, validate and iteratively refine product

**Co-founder & Product Design Lead — Flare Labs**

**2017 – 2019**

Flare Labs is a software development consulting startup working with clients in implementing technology products and complex infrastructure. Work spans industries such as communication, health, insurance, social media and legal.

- Assess business needs, translate these into product requirements for new and existing applications and deliver technology solutions to operationalise their businesses
- Lead cross-functional teams of product design & development, marketing and sales to build exceptional user experiences through continuous collaboration
- Deliver Software Requirements Specification Document with feature delivery roadmaps and timelines, prioritising builds to achieve strategic goals and initiatives
- Design user experience across all product touch-points including web, mobile, and desktop, as well as other customer touch-points such as email and customer support
- Implement an agile-based development process to define and plan product delivery strategy through sprints, running beta testing programs to showcase, test and harness insights from early adopters

**Co-Founder & Product Manager — Beam**

**2015 – 2016**

Beam was a digital payments and value-remittance startup for Africans in the diaspora. Our work as a long-distance concierge service got featured by the BBC.

- Product conceptualisation, user interface / user experience design & prototyping for responsive mobile-web platform
- Defining and prioritising features incorporation into product roadmap based on market insights reducing feature delivery time by 2.3x
- Development of operations playbook, with focus on premium customer service and fulfilment which led to retention and growth of customer base by 170% in Q1 post-launch
- Content marketing and development of African Diaspora Entrepreneurs Series with average readership of 55k

**Software Developer Intern — Vestracker Inc**

**2014**

Vestracker is information management service for multi-national freight forwarders to manage operations, communication, finances and sales on one platform.

- Integrated payments module which enabled platform service payments in over 35 countries
- Implemented application and API optimisations which increased API throughput by over 26.7%

- Post-sales technical support which led to increased retention of enterprise clients and resolved bugs which reduced application downtime to under 4.8 minutes each month

### Technical Skills

Product wire-framing, UI/UX design and prototyping. Coding (frontend, backend, Swift - iOS, Python). Market research, agile workflow. Product branding & positioning.

### Tools

Figma, Sketch, Adobe Photoshop CC, Adobe XD, Balsamiq, Invision, Proto.io, UXPin. Sublime Text, PyCharm - Python / Django

### Recent Design Projects

[Workspace →](#)

[NTHC Dashboard →](#)

[SHACK15 Dashboard →](#)

[SHACK15 Mobile →](#)

[DoSee →](#)

[MasLoan App →](#)

### Awards

#### BoostCamp Winner

Innovating Justice Challenge, The Hague Institute for Innovation of Law 2017

#### Best Visualiser

Mobile for Africa, SwarmVision 2015

#### Top 10 Global Finalist

Global Innovation Competition 2014

#### Hackathon Winner

SMSGH / Dev:Congress — MPowerPayments Hackathon 2013

### Education

#### Introduction to User Experience Design

Georgia Institute of Technology 2019

#### Post-Graduate Diploma in Software Development & Entrepreneurship

Meltwater Entrepreneurial School of Technology 2013 - 2015

#### Bachelor of Science, Aerospace Engineering

Kwame Nkrumah University of Science Technology 2009 - 2013