

Chelsea Lyn Roden

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I'm a highly motivated and versatile product leader with almost 10 years of experience in multiple corners of education with proven expertise in spearheading development to create impactful user experiences.

WORK EXPERIENCE

Head of Learning Content – Lead Product Manager

Language Drops (Kahoot!) – 2021–present

- Managing a catalog of 50 language courses, including five new languages and 600+ vocabulary lessons.
- Designing impactful learning UX, like Quiz Mode, boosting user retention.
- Owning content product strategy and roadmap, as well as overseeing localisation processes.
- Leading a team of high-performing product managers and over 80 freelancers.
- Driving user-centric decisions by conducting UX research, interviews, and data analysis.

Product Manager

National Geographic Learning ELT – 2019–2021

- Developed and tested new digital learning experiences for National Geographic's interactive textbooks.
- Product managed their Online Placement Test, including global user-testing with 20,000 students.

Graphic Designer and Editorial Assistant

The Journal of Transcultural Studies – 2017–2020

- Copyedited and typeset academic articles, and provided graphic design for six issues.

Permissions Associate

Macmillan Education – 2015–2016

- Managed contracts for 20+ textbooks at a time, and trained colleagues on a new CMS.

eBook Consultant

Appalachian Mountain Club Books – 2014

- Produced, edited, and published eBook versions of printed guides for outdoor enthusiasts.
 - *Earlier as an intern:* Typeset books, conducted photo research, designed the cover of their anthology.
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INTERNSHIPS

Production Design Intern

Ploughshares Literary Journal – 2014

Copyediting, creating promotional graphics for marketing, developing print and online layout designs.

International Rights Intern

Perseus Books Group – 2014

Coordinated permissions for international titles; wrote copy for PR campaigns.

EDUCATION

M.A. English Literature and Linguistics – Universität Heidelberg – Heidelberg, Germany

GPA 1.1, Thesis: *Teaching Hip-Hop in a Literature Class*

B.A. Writing, Literature, Publishing, and Journalism – Emerson College, Boston, MA, USA

GPA 3.8, Dean's Scholarship, *Summa Cum Laude*

ADDITIONAL EXPERIENCE

Adjunct Professor (Travel Writing) - Emerson College, Well, Netherlands — 2021-2022

English Language Teacher - das Seminarhaus, Weinheim, Germany — 2019-2020

Portrait Photographer - Self-Employed, Boston, MA — 2011–2016

Barista and Partner of the Quarter 2015 - Starbucks Coffee Company, Boston, MA — 2013–2015

HIGHLIGHTS

HerHackathon 2023 Beiersdorf Challenge Winner

Acted as a product designer and business leader, creating a virtual store concept for Beiersdorf.

Speaker at the Lesbians Who Tech Conference 2022

Presentation titled: “Standing with Ukraine: Tech Solutions for Crisis Moments,” about fast-tracking the Drops Ukrainian course and delivering free language learning to over 200,000 refugees.

Drops Pride Campaign Lead

Made Drops the first language app with vocabulary lessons focused on LGBTQ+ experiences.

CopyrightX Certification from Harvard Law School

Aced a 12-week-course in copyright law.

SKILLS

- **Product Strategy:** Detailed roadmaps, backlog management, agile sprint planning, and execution.
- **UX Design and Research:** Proficient at conducting user research and implementing A/B tests, to uncover data-backed insights to make informed decisions and iterate on product offerings.
- **Writing:** Crafting clear and concise UX and marketing copy that aligns with the product brand and user experience principles. Strong understanding of tailoring content to user personas and target audiences.
- **Leadership:** Fostering a collaborative, supportive work culture through mentorship and coaching.
- **Facilitation and Public Speaking:** Leading engaging and productive workshops, utilizing facilitation skills to drive effective collaboration and generate innovative ideas.
- **Tech:** I’m known for my *beautiful Confluence* docs, but I’m also adept with G Suite, Microsoft Office, Adobe (Photoshop, InDesign, Illustrator), Slack, Jira, Asana, Notion, Google Analytics, and Figma.