

T. RILEY WINFRED

PRODUCT MANAGER | CONSUMER DIGITAL PRODUCTS

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PROFESSIONAL SUMMARY

Brings together technology, business, and analytical skills to create products that make life easier for end users. Has 15 years of experience across software engineering, marketing, accessibility, design, and business, including building a digital media company that was eventually acquired. Experienced in cross-team collaboration, championing company-wide initiatives, and turning research insights into better customer experiences. Enjoys solving complex problems, creating clear solutions, and helping people make confident decisions.

SELECTED PRODUCT HIGHLIGHTS

- **Digital Product Ownership & Growth | Dragaholic**
Founded and grew an LGBTQ+ digital media company to 3.5M pageviews over 15 months, expanding into merchandise and event discovery. Built an audience of 80K+ social followers before negotiating the company's acquisition.
- **User Experience & Accessibility | Fandango**
Helped improve accessibility across six consumer-facing digital products, partnering with engineering, design, QA, and technical leadership, including the CTO, to improve tooling, testing practices, and usability.
- **Customer Research & Discovery | Wealth Strategies**
Conducted 200+ structured conversations about financial beliefs and decisions; used AI to identify recurring themes and inform educational content and client experiences.

PROFESSIONAL EXPERIENCE

Financial Professional | Wealth Strategies | March 2026 – Current

- Built trust with prospective and existing clients through an education-first approach, helping people explore financial challenges and make more confident decisions.
- Developed and delivered How to Debug Your Finances, a financial education talk presented to technical and non-technical audiences, making complex concepts accessible across backgrounds.

Full-Stack Software Engineer L2 | Curative | Oct 2021 – Aug 2025

- Led engineering delivery across healthcare technology projects in an agile environment, coordinating teams of 2–7 engineers, breaking down requirements, guiding technical decisions, and partnering with Product and Design.
- Twice led the Front-End Engineering Guild, working with PMs and Engineering Managers to prioritize cross-team engineering initiatives alongside customer-facing work.
- Worked with Product and Design to navigate API complexity, evaluate tradeoffs, and adjust scope for Employer Portal Phase 2.
- Helped launch Stripe payment integration for a COVID-19 feature in under one week, followed by a broader release in less than a month.
- Built an internal bulk enrollment feature that automated validation, transformation, and ingestion of data, reducing manual work using React and Kotlin/GraphQL.

Front-End Software Engineer | Fandango / NBCUniversal | Sep 2018 – Oct 2021

- Worked with Product and Design in an agile environment to improve desktop and mobile checkout, balancing UX decisions with technical and accessibility requirement.
- Became a go-to accessibility specialist across six consumer-facing digital products, helping engineering, design, and QA teams address accessibility issues.
- Worked with the CTO, Director of Front-End Engineering, and Engineering Managers to evaluate accessibility tools, bring in an external auditing partner, and improve knowledge and testing practices across teams.

Director of Marketing | Q.Digital | Nov 2015 – Mar 2018

- Increased voting for the annual Queerty Awards (The Queerties) by over 60% year-over-year, from 296K to 500K+ votes, by introducing an influencer-focused social media growth strategy.
- Collaborated with internal teams and external designers to evaluate website redesign concepts, helping select a mobile-friendly, card-based experience for Queerty.com.
- Worked with Sales, Editorial, Design, and leadership to turn advertiser requests into creative campaigns, coordinating everything from digital content and promotions to influencer partnerships and live events.

ADDITIONAL EXPERIENCE & PRODUCT PROJECTS

Founder | Dragaholic.com | 2014–2015

- Founded and built a digital media website from the ground up, teaching myself WordPress, designing the brand identity, and creating a consumer-focused experience.
- Expanded the business beyond editorial content by launching an e-commerce merchandise store and an events calendar, coordinating with external vendors, creative partners, and contributors.
- Used Google Analytics to guide editorial decisions based on audience interests, engagement, and reading behavior, while also monitoring e-commerce conversion performance.
- Led a team of contributors, managed business growth and monetization, and negotiated the company's acquisition by Q.Digital.

Founder | Ultimate Scrub Cleaning | 2025–2026

- Built and operated a residential cleaning business serving 34 clients, hiring and managing four employees while overseeing customer experience, scheduling, quality assurance, and day-to-day operations.
- Developed operational processes and marketing campaigns, growing monthly revenue to approximately \$4K at its peak.
- Sold client contracts to another cleaning company before closing the business, helping ensure continuity of service for existing customers.

Prototype Project | Clarity Coach: An AI-Powered Financial Education Product | 2026

- Identified an opportunity through financial research and client conversations to make personalized financial education more accessible to people who don't feel ready to work with a financial professional.
- Defined the product's user journey, features, and outputs, then used Lovable to build a working proof of concept that helps users explore financial beliefs, identify goals, and take an actionable first step.
- Project available to view at: <https://financial-clarity-coach.lovable.app>

Front-End Web Development Instructor | Independent Project | 2020

- Developed and taught a free two-month introductory HTML, CSS, and JavaScript course for 15 students.

SKILLS & TOOLS

- **Product & Business:** Customer Discovery, Qualitative Research, UX Collaboration, Prioritization, Product Requirements, Cross-Functional Leadership, Go-to-Market Strategy, Growth Marketing
- **Technical:** React, Next.js, TypeScript, JavaScript, Python, SQL (foundational), GraphQL, REST APIs, WCAG Accessibility, Agile Delivery, AI Prototyping
- **Tools:** Jira, Linear, Figma, Confluence, Notion, Google Analytics, Mixpanel, Storybook, LaunchDarkly, Claude Code, Lovable, Microsoft Office Suite (Word, Excel, PowerPoint)

EDUCATION & CREDENTIALS

- BS, Advertising / Graphic Design — San José State University (2012)
- Full-Stack Software Engineering Certification — Coding Dojo (2018)
- Securities Industry Essentials (SIE) Exam — Passed (Aug 2026)
- Colorado Life & Accident/Health Insurance License (Jan 2026)