

ARMAN CARTER

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WORK EXPERIENCE

Firstbase, *Business Formation, Compliance, and Internal Tools* - New York, NY (Remote) **Jan 2023 – Present**

Product Lead, Sep 2023 - Present

- Manage products totaling over 90% of Firstbase's revenue (millions of dollars yearly), reporting to the C-suite.
- Lead the organization on product strategy, scope, priorities, and work cross-functionally to deliver my team's OKRs.
- Responsible for end-to-end product development of two new product plans, scheduled to launch this quarter.
- 4x'd the take rate on our premium Mailroom plan, generating >\$1M in lifetime value and >\$500K in cash upfront annually.
- 2x'd the take rate on our premium Agent plan, doubling monthly cash-basis revenue and increasing MRR by 30%.
- Improved NPS for Agent by 25 points by identifying the root cause, creating a proposal, and implementing it.
- Evaluated churn, created a proposal, and kicked off changes to improve subscription renewal rates by 20%.
- Implemented relational and transactional surveys to measure NPS for our subscription products.
- Managed and mentored associate product managers, one of whom now manages his own team.

Product Manager, Internal Tools - Jan 2023 - Sep 2023

- Reduced 'status update' support requests by 50% after reviewing feedback and improving in-app customer notifications.
- Created a plan and feature backlog to reduce the time needed to process annual reports, one of our key deliverables, by 80%.

Teahorse, *Founder & CEO* - Washington, D.C. **2019 – 2023**

- Partnered with George Mason University to license and commercialize their ML research on antidepressant effectiveness.
- Built a profitable service that leverages ML to recommend a patient's optimal antidepressants based on their medical history.
- Owned end-to-end product lifecycle: ran 50+ customer interviews, defined requirements, ran tests, and launched the product.
- Led design, marketing, UX, onboarding, payments, forms, data, recommendation generation, and growth.
- Proved hypothesis that there is market demand for direct-to-patient medical services with \$0 customer acquisition cost.
- Developed product marketing material to effectively communicate strengths and limitations of the ML-enabled technology.
- Owned all engineering: developed and maintained the web app, both front-end and server-side (full-stack).
- Developed a smart patient form that identifies the presence of 420 conditions in 5 minutes with just 20 questions on average.
- Reduced manual overhead by 50% while maintaining revenue using pricing experimentation and Mixpanel analytics.
- Built relationships with healthcare organizations to test ideas, and the press to generate customer referrals.

Tesla, *Vehicle Lighting Systems* - Palo Alto and Fremont, CA **2015 – 2019**

Senior Mechanical Design Engineer, 2015 - 2016 (Associate), 2016 - 2018, 2018 – 2019 (Senior)

- Owned lighting development through entire lifecycle: scope, requirements, sourcing, design, testing, delivery, and maintenance.
- Managed tight schedules using Gantt charts, identified risks, and adapted as needed to ensure products were delivered on time.
- Managed designers and engineers to meet project deliverables. Used JIRA to prioritize issues and review status.
- Created savings of \$5.2M annually (and growing) by leading sourcing, development, and design of a lamp cost-down solution.
- Ensured physical and electrical integration of carry-over front lighting for Model Y at drastically lower cost.
- Achieved Model 3 lighting homologation in new markets such as Europe, China, Australia, Japan, and Taiwan.
- Designed, validated, homologated, and launched the side repeater cameras, license plate lamps, and rear reflectors.
- Designed a system which adjusts beam aim based on vehicle pitch, with buy-off from engineering, homologation, and finance.

TECHNICAL SKILLS

Software Engineering: *professional experience with full-stack web development.*

- Back-end: UforU runs on NodeJS, with production code deployed on AWS using a Lambda function and API Gateway.
- Front-end: built front-ends for teahorse.xyz and UforU using HTML, CSS, Pug, and Webflow.
- Other: experience using SQL to generate insights or identify customer cohorts.

Mechanical Engineering: *highly proficient in plastic part design for prototyping and mass manufacturing.*

- Design: highly proficient in CATIA, including PLM and change control tracking. Experience using Solidworks and NX.
- Injection: designed a functional six cavity tool. Understand tool draft, parting lines, material thickness, runners, lifts, and sliders.
- Plastic Welding: experience with vibration, ultrasonic, laser, hot plate, and infrastaking. Aware of common defects.
- Electrical: know-how to integrate electronics into assemblies to develop prototypes, and experience with electrical tools.
- Build: experience with 3D printers to prototype, and aware of their limitations. Experience turning, milling, drilling, and cutting.

EDUCATION

McGill University, *B. Eng. - Mechanical, 3.8/4.0 GPA* - Montreal, Canada **Graduated May 2015**
Faculty of Engineering Scholarship (Top 5%) and John Howard Ambrose Scholarship (\$3,000) **2012 & 2013**

ACTIVITIES AND INTERESTS

Rock climbing: big fan of Magnus Midtbø and Pete Whittaker. Squash. [Electronic music production](#), with a classical twist.