

Timothy LaRosee

Product strategist working at the intersection of design, systems, and data. Brings a human-centered lens to 0 → 1 builds, translating complexity into shipped products and scalable infrastructure. Background in sales and account management informs a consultative, stakeholder-grounded approach to product work.

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Experience

Glitter | Social Impact Litter and Trash Removal Startup

April 2024 - October 2025

Product Manager

- Owned and launched Glitter's member hub web app from 0 → 1, defining product priorities and delivering dynamic, permission-based block pages that replaced static pledge pages, eliminated multi-platform steps, and provided real-time visibility into block details, funding status, and pledges for 1,000+ users.
- Designed and built a comprehensive Airtable data architecture from scratch, structuring relational tables across every operational domain, consolidating siloed systems from Google Suite, Notion, ActiveCampaign, and Typeform into a single source of truth scalable to new program types without restructuring.
- Built and managed workflow automations using primary field identifiers to auto-populate values, trigger funding redistribution scripts, and integrate external platforms for marketing, billing, and subscriber outreach, scoping complex logic gaps and bringing in a specialist to implement where native tools fell short.
- Led product design end-to-end, from user flows and information architecture through high-fidelity Softr implementation, applying custom HTML, CSS, and window.record lookups to deliver on-brand, dynamic experiences grounded in user research and accessibility considerations.
- Served as the central conduit between stakeholders and implementation, translating business requirements and user needs into scoped design decisions, managing external design and development partners through an RFP process, and driving execution in-house through to a shipped V1.
- Collaborated with the CEO and founder on user feedback sessions, synthesizing insights from existing users, prospects, and community members into prioritized, actionable design decisions, filtering for technical feasibility within platform constraints and building alignment around what to act on and what to set aside.

Project Manager

- Directed planning, execution, and performance tracking for Glitter's community initiative grants through a consultative approach, including a \$500K program cleaning 455 blocks in Northeast Philadelphia with State Rep. Solomon and an \$800K program cleaning 275 blocks in West Philadelphia in partnership with a local nonprofit.
- Identified operational and structural gaps surfaced through grant program execution, synthesizing learnings into strategic recommendations for how Glitter might adapt its business model to better support and scale grant-funded initiatives alongside its core neighbor-funded program.

Full-Time Parent

Self Employed May 2021 - March 2024

- Loved and learned alongside my smart, funny, goofy son while dedicating a period to full-time parenting and up-skilling in product design, web design and digital product tools.

Counter Culture Coffee | Wholesale Coffee Roaster, Tech & Educational Support

Regional Sales & Account Manager June 2018 - July 2020

- Managed a regional territory with \$400K in annual sales and \$175K in gross profit, finishing above quota across volume and profit metrics through consultative, solution-based sales efforts with internal and external stakeholders.
- Oversaw onboarding, contract negotiation, and continued customer success through the full business lifecycle, coordinating cross-functionally to deeply understand client problems, assess fit, and position value accordingly.

Nobletree Coffee | Wholesale Coffee Roaster, Tech & Educational Support

Sales Manager September 2017 - February 2018

- Oversaw a B2B wholesale and grocery team generating \$400K+ in annual sales, building stakeholder relationships across internal and external teams to drive outbound strategy, KPI accountability, lead generation, and pipeline growth through a systematic CRM process.

Jack's Abby Craft Lagers | Regional Craft Brewery

Sales Representative March 2016 - September 2017

- Led brand launch in metro NYC resulting in \$700K in gross sales, hitting 120% of forecast and accounting for 55% of NY State sales in the first year, finishing 150% to quota in 2017.
- Coordinated cross-functionally with internal, distribution, and account stakeholders, using CRM and data analytics to stay on target and plan for regional growth.

Skills

Product Strategy & Management
Human-Centered Design
UX & Product Design
User Research & Usability Testing
Systems & Data Architecture
Agile Methodologies
Prototyping & Wireframing
Workflow Automation
Low-Code/No-Code Development
AI-Assisted Design & Development
Information Architecture
Interaction & Motion Design
Design & Systems Thinking

Tools

Figma
Airtable
Zapier
Softr
Webflow
Claude
ChatGPT
Trello
Jira
Asana
Google Workspace
Slack
Notion
Adobe Creative Cloud

Certifications

Dribbble Product Design Course
IDEO U Foundations in Design Thinking
• Expected completion April 2026
ADPList/Webflow Intro to Webflow Series
ADPList/Notion Get Productive and Organized Series

Education

Keene State College
Bachelor of Fine Arts