Timothy LaRosee

Product generalist with experience owning and launching products from 0→1, translating user, stakeholder, and program needs into shipped solutions through human-centered design and systems thinking.

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Experience

Glitter | Social Impact Litter and Trash Removal Startup

April 2024 - October 2025

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.
- Facilitated $40K video documentation project, managing scope, team coordination, and site logistics to deliver multi-format marketing assets that expanded brand reach, engaged diverse audiences, and supported new funding opportunities.

Product Manager

- Owned and launched Glitter's member hub web app from 0→1, setting product priorities and delivering dynamic, permission-based block pages that replaced static pledge pages and streamlined subscription and block information access. Eliminated multi-platform steps to save manual effort and provide real-time visibility into block details, funding status, and pledges—capabilities previously unavailable to 1,000+ users.
- Oversaw data and technology stack, streamlining internal operations and customer experience by establishing a single source of truth in Airtable for all city block, customer, payment, and billing data; consolidated siloed systems from Google Suite, Notion, Active Campaign, and Typeform into one aligned platform.
- Built workflow automations in Airtable using primary field identifiers to auto-populate values across the base and trigger funding redistribution scripts, eliminating manual calculations and reducing errors. Designed real-time payment and billing views to support informed decisions and timely customer follow-up. Implemented external automations for marketing, billing, and subscriber outreach, integrating with task management software to flag changes and assign accountability.
- Collaborated with cross-disciplinary team to gather and negotiate product requirements, conducting user research tests and synthesizing insights to inform data-driven decisions.
- Designed and implemented a real-time cleaner update workflow solution—integrating Trello, Zapier, Airtable, and Softr—to ensure seamless data flow and provide clear, up-to-date visibility for end users, strengthening value perception, supporting retention, and reducing time-consuming customer service issues.
- Led product design from initial user flows through Softr prototypes and high-fidelity mockups, leveraging custom HTML/CSS code and window.record lookups to populate on-brand end-user experiences accessible to a diverse set of technical and non-technical users.

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 regional territory with annual sales of $400k and $175k in gross profit. Finished 105% to target volume sales quota metric Q2-Q4 2019 and 104% in January and February 2020; 120% to target for profit quota metric Q2-Q4 2019.
- Employed empathetic, consultative and creative solution-based sales efforts with stakeholders across internal and external teams to deeply understand their problems, assess fit, and position company vision, solution and value proposition accordingly. Oversaw onboarding, contract negotiation, and continued customer success through business life cycle.

Nobletree Coffee | Wholesale Coffee Roaster, Tech & Educational Support

Sales Manager September 2017 - February 2018

- Oversaw a B2B wholesale and grocery team generating more than $400K in annual sales, building relationships with stakeholders across internal and external teams to execute outbound strategy, establish KPI accountability, uncover opportunities, align sales initiatives, drive lead generation, and support pipeline growth while sustaining a systematic CRM process.

Jack's Abby Craft Lagers | Regional Craft Brewery

Sales Representative March 2016 - September 2017

- Oversaw brand launch in metro NYC in April 2016 resulting in $700k in gross sales and hitting 120% to forecast sales quota. Provided foundation for growth of brand development to account for 55% of NY State sales in first year. Building on that success, sales forecast quota finished 150% for 2017 and 140% Q2, respectively.
- Actively coordinated cross-functionally with internal, distribution, and account stakeholders to achieve goals, relying on CRM and data analytics as guide to stay on target and plan for regional growth.

Skills

Product Management

Data & Systems Design

Project Management

Data analysis

Workflow Automation

Product Design

Research and Usability

User Testing

Agile Methodologies

Web and Web App Design

Low-Code/No-Code

Motion/Interaction Design

Prototyping

Wireframing

Design & Systems Thinking

Information Architecture

Tools

Figma

Airtable

ChatGPT

Softr

Webflow

Atlassian

Zapier

Google Workspace

Slack

Notion

Adobe Creative Cloud

Certifications

Dribbble Product Design Course

- Led the end-to-end design process from conducting research and defining metrics & product strategy, to designing hi-fidelity screens and the final prototype for Pup Up!, a dog walking app.

ADPList/Webflow Intro to Webflow Series

ADPList/Notion Get Productive and Organized Series

LinkedIn Design Thinking Approach to Putting the Customer First

Certifications in Progress

IDEO U Foundations in Design Thinking

IDEO U Human Centered Insights

Education

Keene State College

Bachelor of Fine Arts