

Joe Mercer

Product Manager

Contact

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Skills

- Discovery and user research
- Roadmaps and backlog prioritisation
- Product analytics (Amplitude, SQL basics)
- Agile delivery with Jira

Profile

Product manager for a home insurance claims app with 300,000 customers. Turns research and data into a short roadmap, leads a team of six and measures every change against a customer outcome. Moved into product from business analysis. Looking for a senior product role.

Experience

Product Manager

Hearth Home Insurance, Manchester · 2023–present

- Own the online claims product and its roadmap with a team of four developers, a designer and a tester.
- Moved photo uploads to the first step after user research; claims made online rose from 41% to 68% in a year.
- Review usage data and customer feedback every week and reorder the backlog with the team.
- Agree priorities and releases with claims, fraud and partner repair firms.

Business Analyst

Hearth Home Insurance, Manchester · 2020–2023

- Mapped the claims process and wrote requirements for the first version of the app.

Education

BA (Hons) Business Management, 2:1

Mersey Vale University · 2017–2020

Product management course, 8 weeks

2023