

Jesse Fulton

Technical Product Strategy and Innovation ♦ jessefulton.com

To whom it may concern,

I am Jesse Fulton, a strategic leader with over 18 years of experience managing teams and creating innovative digital products and services. I have worked both in-house and at agencies, across numerous industries including financial services, blockchain, and entertainment. I am able to develop unique and insightful perspectives on technology, design, and product strategy by utilizing nearly two decades of experience, along with an extensive academic background in business, computer science, digital art, and psychology.

In my most recent role as Director of Product Management at Code and Theory, I led a team of product managers to deliver a major mobile app, from concept to launch, for a “Big Four” client. In parallel, I also led a team in revamping the vision and strategy for this client’s in-house financial services platform. As a Product Manager at Coinbase, I led a 15-person cross-disciplinary team in designing, building, and operating mission-critical applications and services for the Coinbase Cloud web3 development and staking platform. And as Group Technical Director at AKQA, I led the technical delivery and strategy for multimillion-dollar accounts, launching award-winning campaigns and products across four global offices.

Coupled with my entrepreneurial background as the founder of Pocket Change and the first hire at Eyegroove, my extensive experience has left me with a proven ability to solve complex problems and navigate ambiguity through well-crafted business, product, and technology strategies. I have repeatedly delivered outstanding results, as evidenced by dozens of international awards and six patents.

With my broad experience, deep knowledge, and a highly collaborative leadership style, I am confident in my ability to lead virtually any digital product organization or team.

Regards,

-Jesse Fulton

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RELEVANT EXPERIENCE

Director, Product Management — *Code and Theory* **Principal Product Manager — *YML (acquired by Code and Theory)***

AUGUST 2022 - OCTOBER 2023

Managed a team of nine product managers. Oversaw a team of four product managers to deliver a clients' first major B2B2C mobile app from zero-to-one, owning initiatives across user research, product design, product engineering, quality assurance, and go-to-market teams. Significantly revamped the product vision, strategy, and roadmap for a major client's proprietary financial services platform by designing and leading four multi-day product research workshops and eight week-long collaborative design sprints to align platform priorities across dozens of stakeholders with competing needs. Created and tested 18 unique, interactive prototypes to inform complex, innovative products and platform features.

Product Manager — *Coinbase*

MARCH 2021 - JUNE 2022

Sole platform product manager for Coinbase Cloud, a web3 infrastructure and staking platform supporting over 60,000 clusters and \$30B of assets across 30+ protocols. Led a cross-disciplinary team of 15 to build critical and compliant platform services including authentication, payments, and identity management. Conducted usability studies to improve platform UX. Drove the creation of platform marketing materials and support content. Oversaw the highly visible replatforming and rebranding of the Bison Trails staking services to Coinbase Cloud.

Group Technical Director — *AKQA*

FEBRUARY 2016 - NOVEMBER 2020

Oversaw technical delivery and strategy on multi-million dollar accounts and delivered award-winning campaigns and products. Worked collaboratively across global offices, spanning web, experiential, and retail executions. Owned technical client and partner relationships. Managed a team of 16 engineers, and ran the Future Academy, AKQA's creative technology internship program, for two years.

Founder — *Pocket Change*

NOVEMBER 2016 - SEPTEMBER 2017

Single founder of a small, bootstrapped startup with a goal of radically simplifying charitable giving for small and occasional donors. Head of product and operations. Managed design & development teams. Built a Beta app before shutting down due to external circumstances.

EDUCATION

MSc, Innovation and Entrepreneurship

HEC Paris, 2022

MFA, Digital Arts and New Media

UC Santa Cruz, 2012

BA, Computer Science

BA, Psychology

Johns Hopkins University, 2004

PATENTS

Methods and systems for storage of media item metadata (2018)

Methods and devices for generating media items (2018)

Methods and devices for synchronizing and sharing media items (2016)

Methods and devices for presenting interactive media items (2015)

Methods and devices for touch-based media creation (2015)

Methods and devices for modifying pre-existing media items (2015)

SELECT AWARDS

Cannes Gold Lion (2017)

Innovative Use of Social

Cannes Silver Lion (2018)

Innovative Use of Technology

Gold Clio (2018)

Apps - Games

Silver Clio (2018)

Innovation - Games

Director of Technology — JUXT

OCTOBER 2014 - JANUARY 2016

Head of Technology at digital experiential agency. Led development team to design, develop, and deploy custom digital installations. Implemented cross-disciplinary lean UX processes, improving quality, execution, and budgets on successful projects. Managed four direct reports.

Lead Back-End Engineer — Eyegroove

OCTOBER 2013 - OCTOBER 2014

Architected and developed back-end services for an early TikTok competitor, supporting ~40,000 daily active users. Contributed to visual and UX design for web and mobile platforms. Managed contractors and partners working on analytics, web development, and quality assurance. Led daily scrum, demos, requirements gathering, and design reviews.

Creative Technologist — Freelance

SEPTEMBER 2009 - OCTOBER 2013

Ran a small interactive and experiential design studio specializing in multi-channel marketing, connected experiences, and emerging technologies. Provided technology consulting and development services for clients including Google, Nike, Mastercard, and Vizio. Had work showcased in Los Angeles, San Francisco, Portland, and New York.

Graduate Student Researcher & Teaching Assistant — University of California

SEPTEMBER 2010 - JUNE 2012

Designed and built custom software and hardware systems for the Mechatronics Research Group at UC Santa Cruz. Wrote grant proposals and presented group research at conferences to acquire further funding. Responsible for grading assignments, leading discussion sections, and providing 1:1 guidance to students during office hours.

Front-End Architect — Walt Disney Internet Group

OCTOBER 2006 - SEPTEMBER 2009

Technical lead of international, 10-person team developing and maintaining all marketing sites for Disneyland and Hong Kong Disneyland theme parks and resorts. Architecture team's front-end evangelist. Led monthly internal developer educational series. Developed custom software libraries, defined internal standards, and reviewed all front-end code before major Disney Parks & Resorts launches.

Programmer — Vision Multimedia Technologies

APRIL 2005 - AUGUST 2006

Developed a custom B2B web application for real estate agents to design, print, and manage personalized signage. Developed hardware integrations and inventory tracking system to optimize warehouse operations for a regional shipping company.

ADDITIONAL AWARDS

Project Isaac Gold Award (2018)

Voice/Audio Invention

Project Isaac Gold Award (2018)

Gaming Invention

Project Isaac Gold Award (2017)

Gaming Invention

ADC Gold Cube (2017)

Digital Experiences

ADC Gold Cube (2017)

Interactive

Shorty Award Winner (2017)

Best in Games

Shorty Award Winner (2017)

Best use of an Emerging Platform

Shorty Award Winner (2017)

Best use of Gamification