

# PRODUCT MANAGEMENT PORTFOLIO

Cross-Functional Team Leadership | Art Direction | Team-Building |  
UI/UX Design | Wireframing | Product Roadmapping | Copywriting

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## Tools

GSuite, Slack, Figma

# Intercast.fm

SCOPE / GOALS / ROADMAP  
TEAM BUILDING  
UI/UX DESIGN  
COPY WRITING  
DEVELOPER MANAGEMENT

Imagine if all of the platforms on the Internet were non-interactive, uni-directional experiences for users. Social media wouldn't exist, YouTube would be a fraction of the site it is today, and "search" would look like the Yellow Pages. Hyperlinks, comments sections, download buttons, and other action prompts are critical to the commercial success of the Internet. Despite this, podcasting is the one Internet-based medium that is essentially non-interactive.

Intercast.fm is my attempt to bring interactivity to podcasting. I did this by building interactive prompts directly into the podcast player. My goal is to increase listener engagement and improve conversions by 20x.

## Noteworthy Features

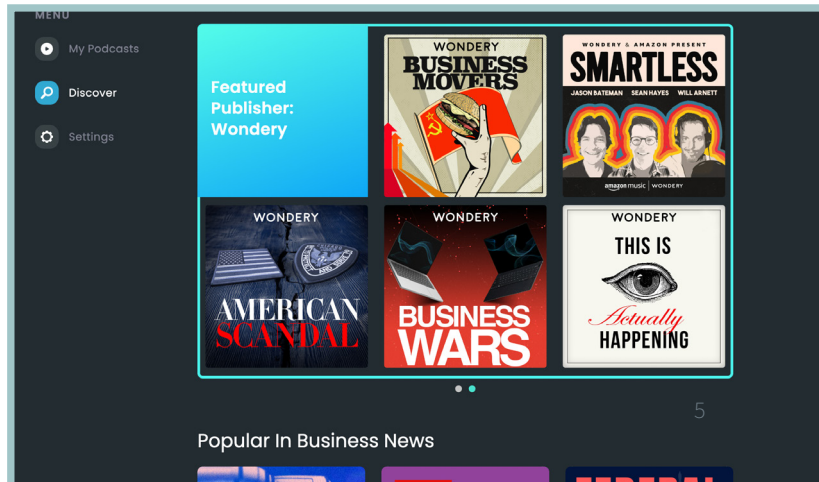
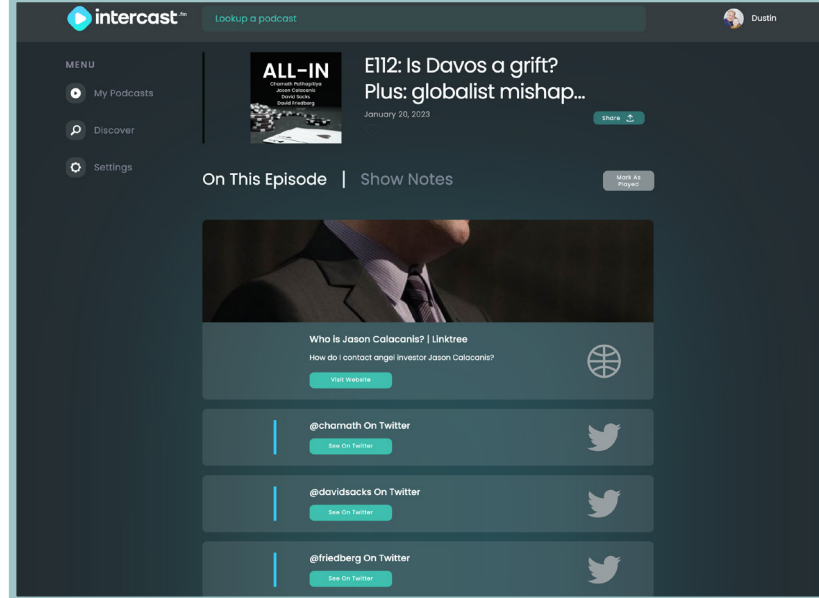
**Prompt Cards:** These auto-generated cards make it point-and-click easy to visit podcast sponsors, social media channels, and websites featured on the show.

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**Web-Based Playback:** I'm targeting the 10-20% of listeners who stream podcasts on a web browser. The player is clean, easy to navigate, and super simple for listeners to share a link to their favorite podcast episodes with their friends.

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**Engagement-Oriented Discovery:** I don't simply feature the usual chart toppers in the Discovery page. Instead, I feature podcasts whose episodes create the most "prompt cards" and therefore target listener engagement.



**Tools**  
GSuite, Figma

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# LighthouseEscrow.com

SCOPE / GOALS / ROADMAP  
CROSS-FUNCTIONAL TEAM LEADERSHIP  
ART DIRECTION  
COPY WRITING  
DEVELOPER MANAGEMENT

Like escrow service providers, websites often feel pretty undifferentiated. Many sites are some variation of a Wordpress template and, in the case of the websites for my competition in the escrow space, those templated websites were filled with industry jargon targeting real estate agents.

Escrow is a service provided to sellers and buyers of homes. Therefore, I built a site that would make sense and feel familiar to them. I took my cues from B2C services like Mint or Zillow. The goal was to take a service that can feel complicated and daunting and make it simple, transparent, and appealing.

## Noteworthy Features

**Instant Fee Calculator:** Other escrow companies didn't publish their fees for fear of getting "shopped." I determined this was outdated thinking - consumers who shop for services on the Internet expect to see pricing. I designed an instant fee calculator consumers could use to calculate our fees and other closing costs instantly.

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**Plain English:** We ascribed to a "plain English" approach to describing who we were and the services we provided. We broke every deliverable down so consumers knew what they were paying for.

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**Call-To-Action:** Though standard now, escrow sites at the time lacked CTAs since escrow websites served as online billboards targeting realtors.


LIGHTHOUSE  
ESCROW

About Us Our Team FAQ Contact Us [GET STARTED](#)

## Hello, home sellers and buyers.

People like you hire us to handle contracts, coordinate the escrow process, and close the deal.

We're like wedding planners, but for home sales.



### What We Do

Lighthouse gives sellers and buyers peace of mind by taking complicated home Purchase Agreements and seamlessly executing them. When you hire us, we'll:

- COORDINATE FINANCES**  
We contact and work with the lenders and local county tax assessor to determine how much you'll owe when you close the sale of your home.
- COMMUNICATION HUB**  
We're the point of contact for sellers, buyers, and all other parties. We keep everyone updated on the process and inform on next steps.
- ORDER AND MAKE PAYOFFS**  
We talk with your lien holders, lender, credit card companies, and other people who you intend to pay using proceeds from your home sale.
- CLEAR TITLE**  
Have a lien or other problem preventing you from selling? We'll identify it and lead you through resolving it.
- MANAGE PAPERWORK**  
We get signatures on documents that need them. When permissible by law, we set them up for DocuSign and keep on top of timelines.
- HOLD FUNDS**  
As a neutral party, we hold on to the money until all parties have fulfilled their obligations.
- TRANSFER FUNDS**  
At closing, we send the sellers their money and make sure realtors, lenders, and other parties are paid for their work.

### CLOSING COST CALCULATOR


Trust is built on a foundation of full disclosure

PURCHASE PRICE	<input type="text" value="\$950000"/>		
NUMBER OF HOUS	<input type="text" value="2"/>		
AGENT COMMISSION	<input type="text" value="5"/>		
OUTSTANDING LOAN AMOUNT	<input type="text" value="\$560000"/>		

- LIGHTHOUSE ESCROW FEE** **\$2,388**
- Agent Commission \$47,500
- HQA Documents\* \$1,500
- Natural Hazard Disclosure\* \$150
- Remote Inspection\* \$100
- Home Warranty† \$550
- County Transfer Tax\* \$1,045
- Title Insurance\* \$2,358
- Recording Service\* \$150
- Other Fees\* \$450
- **CLOSING COSTS** **\$56,141**

Your Cash: \$343,859

CLOSING COSTS  
**\$56,141**



NOTE: Every fee with an asterisk is an estimate from third parties whom you'll pay. Ask us or your real estate agent for references.

Disclaimer: In some instances, such transfer tax may also apply. That tax is not

## Tools

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# CRA

SCOPE / GOALS / ROADMAP  
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ART DIRECTION  
COPY WRITING

Customer Relationship Managers (CRMs) are rarely adopted by sales teams and my team at Lighthouse Escrow was no exception to the rule. I identified a fundamental problem with all the CRMs on the market: they attempt to automate relationships. They do this by offering a suite of tools designed to automate prospecting, follow-ups, and even gift giving.

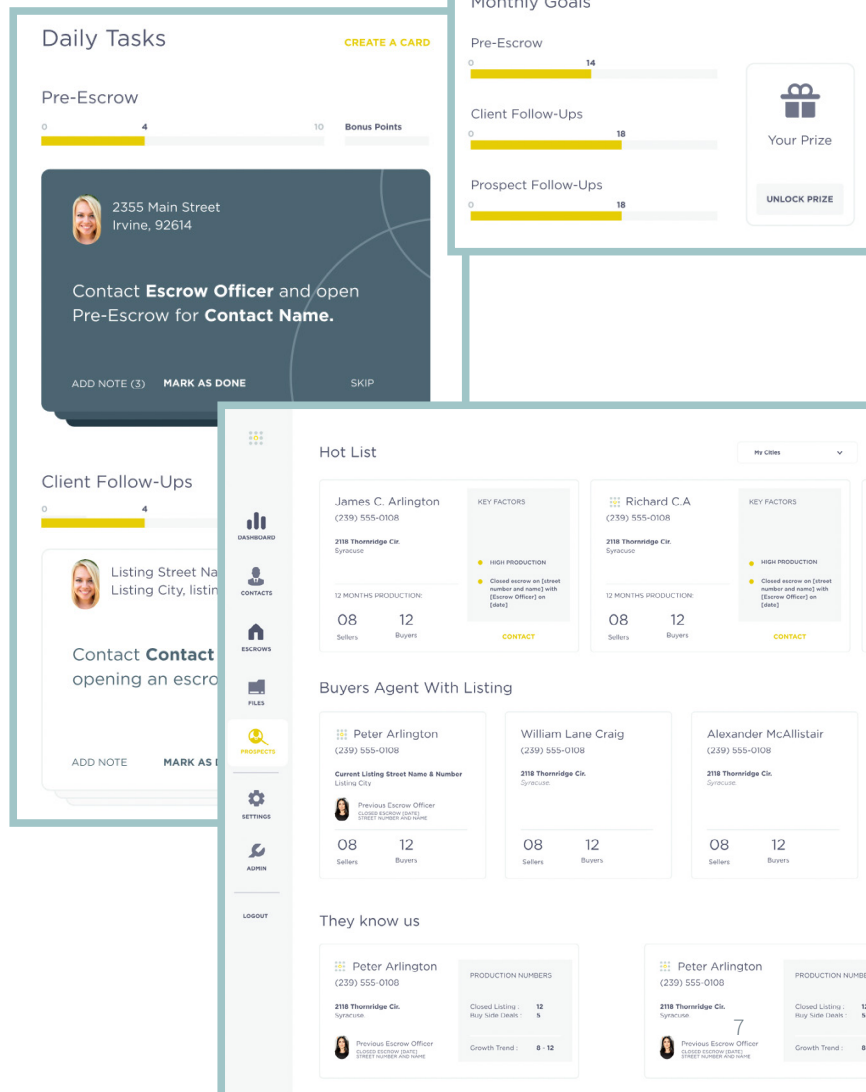
A sales person's greatest skill is their ability to develop relationships with people. They don't want a relationship "manager," they want a digital assistant who will assist them in having genuine conversations and developing instant rapport. This was the CRM tool I crafted to be that digital assistant which I named a Customer Relationship Assistant (CRA).

## Noteworthy Features

**Action Cards:** These cards provided sales reps with a legitimate business reason to contact a client. Cards were automatically generated based on key business events such as the opening of a new escrow.

**Cross-Platform Integrations:** The CRM would plug into third-party industry-monitoring software. The CRM would then be able to create Action Cards and filtered prospecting lists empowering our sales people to highly target their sales efforts.

**Gamification:** I built rewards into the CRM to encourage its use. For example, there was a monthly prize sales people could unlock if they hit company-determined follow-up and prospecting goals.



## DUSTIN STEEVE

Business Executive & Product  
Manager

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