

Gar Waterman

Human centered product strategist with 15 years of multidisciplinary experience creating value for businesses through thoughtful innovation

EXPERIENCE

IA Collaborative, Cleveland — Senior Product Strategist

February 2022 - PRESENT

Solved the most complex problems for leading businesses by managing design and strategy teams to deliver impactful experiences founded on actionable insights and transformational implementation planning

Defined and analyzed end-user value propositions, MVPs, feature capabilities, and activation roadmaps against a balanced breakthrough model and clients' strategic priorities

Identified enablers and critical decision points to drive alignment across key stakeholders and define an inclusive program of socialization

Developed implementation strategies based on robust understanding of client organizational, process, and technological capabilities

Established new ways of working adopted across organization, including live prioritization frameworks and interactive information architectures

Progressive Insurance, Cleveland — Senior Product Strategist

December 2019 - February 2022

Founding member of Progressive's internal incubator, Level20; brought net new digital product from ideation to launch

Lead an iterative test-and-learn approach framed in agile methods for generating user insights, refining designs, and staging development

Leveraged internal and external partners to define problem statements, hypotheses, and assumptions to uncover core user insights

Translated user needs and interests into requirements and user stories

Coordinated delivery plan across interdisciplinary roadmaps and backlogs

PedalCell, Chicago — Chief Technology Officer

October 2017 - July 2019

Implementation lead for B2B bicycle accessory product

Won the company's first purchase order from MVP production sample

Responsible for conceptualing, technical specification, modeling and simulation, prototyping, metrics planning and testing, and production

Lead engineering and design teams in needfinding and differentiation

EMAIL

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PORTFOLIO

watermadedesign.com

EDUCATION

Northwestern University | MS
Engr. Design Innovation

Bucknell University | BS
Biomedical Engineering

SAMPLE CLIENT COMPANIES

CDW
Progressive Insurance
Northwell Health
Capital Group
Goldman Sachs
iRobot
Feeding America

QUICK FACTS

2 founder product launches
PedalCell & Level20

National Geographic Explorer
Field work in Mongolia to design telemedicine devices

7 novel device publications
Benchtop-to-bedside
biomedical prototypes

VOLUNTEERING

Maker-In-Residence
Taught design and engineering workshops at local library

GiveBackHack
Designing solutions for hyperlocal social impact