

Ed Moss

Impact-driven product & growth leader, with a deep background in design, UI engineering & systems.

15+ Years of Experience • Remote Preferred • Ultra High Performer

ed @ mossified.com

NYC → Miami • 646 358 2591

[Linkedin.com/in/mossified](https://www.linkedin.com/in/mossified)

Work Experience

Head of Growth & Product @ DeSo Foundation

Jan 2022 — Present

Leadership Team • Remote

- **Objective: Build & Scale DeSo Ecosystem**

Tactical: Defined brand positioning, product vision, roadmap & strategy, collaborating directly with the founder. Oversaw all product & growth initiatives, including marketing, product, design, community, partnerships, including developer relations and hackathons.

Managed: Managed 2 front-end/growth engineers & 3 growth marketers across Comms, PR, Social & Community — including 2 content creators and a network of influencers.

Outcome: Positioned DeSo as a leading decentralized social network for layer-1 blockchains with backing from a16z, Sequoia & Coinbase. Peak market cap reached >\$1 billion.

- **Objective: 0-1 Product Bets**

Tactical: Planned, designed and built multiple consumer-facing decentralized social applications, including a decentralized social media platform (focus.xyz), an orderbook exchange (openfund.com), a cross-chain swap (heroswap.com), identity wallets (wallet.deso.com) & block explorers (explorer.deso.com) & UI system (ui.deso.com)

Outcome: Raised >\$80m in community funding rounds, built an active community of 100k+ users, over 10m wallets, 200m+ transactions, and grew the network to >\$500 million TVL.

Senior Growth Manager @ Wish (IPO & Merger/Acquisition)

May 2021 — Dec 2022

Consumer Growth Team • New York, NY

- **Objective: Build Growth Design Team & Culture**

Tactical: Formulated and ran the hiring & evaluation process for Growth Designers. Ran multiple Growth-oriented workshops around Product Visioning, Acquisition, Onboarding & Activation for all designers & cross-functional team members. Aligned company & senior leadership around Growth initiatives.

Managed: Managed 6 designers across 5 growth teams, including New User Experience, Personalization, Onboarding & Activation, Retention & User Lifecycles.

Outcome: Built design team from 1 to 6, including Growth Designers, UX Writers, and User Researchers. Introduced multiple new frameworks around hiring, design systems and growth process.

Growth PM & Design @ Angellist

July 2019 — May 2021

Candidate Growth Team • New York, NY

- **Objective: Increase Onboarding Conversion (Activation)**

Tactical: Aligned team on growth strategy, ran design sprints to generate ideas, designed and prototyped A/B tests, and managed timelines & roadmap to rapidly launch multiple growth experiments. Analyzed data to report on wins and fails.

Outcome: Increased onboarding conversion by 2x from 30% to 62%. This resulted in over 100k candidates joining Angellist every month.

- **Objective: Increase Organic SEO Traffic (Acquisition)**

Tactical: Researched SEO strategies (internal linking, page speed, content), designed and

prototyped key landing pages, and managed timelines and phased rollouts. Analyzed and reported on wins & fails. Became highly skilled and knowledgeable about SEO as a result.

Outcome: Increased organic traffic to our high-intent landing pages by 264%.

Staff Product Designer, Growth @ Teachers Pay Teachers (Acquired) *Aug 2016 — July 2019*

Core Marketplace Growth Team • New York, NY

- **Objective: Optimize Conversion Rate for Buyers**

Tactical: Led growth initiatives in Conversion Rate Optimization, SEO & Email Marketing by running user research sprints, ideation brainstorm, and leading design sprints to generate experiment ideas for rapid prototyping and testing.

Outcome: Increased Mobile marketplace conversion by 22% & Desktop by 5% (equals to ~\$15m GMV increase YoY)

- **Objective: Launch a Design System**

Tactical: Launched "Playground" (TpT Design System) and re-designed all legacy pages and flows to migrate the website from PHP to React/GraphQL.

Outcome: Transitioned the core marketplace to a consistent design identity. Improved workflows for designers and front-end engineers.

Schools Growth Team • New York, NY

- **Objective: Build MVP & Find Product-Market Fit**

Tactical: Founding designer of the Schools team, a 10x growth opportunity project. Aligned company on vision, ran user research initiatives, early design concept testing, designed UX/UI, and launched an MVP for "TpT for Schools".

Outcome: Built product from \$0 revenue to ~\$40m/YR (10% of Total GMV). Increased school sign-ups to ~10% of all schools in the U.S. Increased per-teacher spend by 2.5x / year. Increased activation rate from 10 to <2 days.

Product Designer, Growth @ Canary (Acquired) *Aug 2015 — Aug 2016*

International Growth Team • New York, NY

- **Objective: Expand Canary into New Markets**

Tactical: Performed user research, led initiatives with Product & Marketing teams to design collateral and product features.

Outcome: Launched Canary in Germany, France, Canada, UK. Launched partnerships with Verizon, All-State & State Farm. Launched Canary Subscriptions (12k subscribers in 6 months generating \$1.2m ARR)

Product Designer @ NewsCred (Acquired) *Feb 2014 — Aug 2015*

Analytics & Insights Team • New York, NY

Product Designer @ Kettle (Acquired) *Feb 2012 — Feb 2014*

OPEN Forum Team with AMEX (American Express) • New York, NY

Interaction Designer & Front-End Developer @ Plus Factory *Jan 2011 — Feb 2012*

Clients: Nike, US Army, Datadog, Verizon, Time Inc. • New York, NY

Product Expertise	Product & Growth Strategy, Discovery, User Research, Analytics, Experimentation, High-Fidelity Prototyping, Front-End Development, UX/UI, Design Systems, Design Sprints, Visual Design
Growth Expertise	A/B Testing, SEO, SEM, Conversion Optimization, Lead Generation, Landing Page Optimization, Email Lifecycle Marketing, Facebook and Instagram Advertising, Retention, Referral Marketing, Content Marketing, Onboarding & Personalization
Traditional Education	Fashion Institute of Technology - Communication Design <i>2010 — 2012 • New York, NY</i> NYC College of Technology - Advertising Design <i>2008 — 2010 • New York, NY</i>
Skill-Based Education	Reforge Growth Program, Demand Curve Growth Program, SEMRush SEO Fundamentals Certification, Self-Taught in Frontend & UI Engineering
Tools	Design: Figma, Framer, Adobe, Miro, Storybook, Recraft, Dovetail (UXR) Growth: SEMRush, Ahrefs, Airops, Airtable, Hubspot, Clay, SendGrid, BigQuery, Webflow, Posthog, Amplitude, Heap, Optimizely, Typeform, Stripe, Salesforce Product: Linear, Slack, Asana, Notion, Jira, Superhuman, Full Story, Clarity Engineering: Claude Code, Cursor, Github, Supabase, Neon, Tailwind, NextJS, React, TanStack, Zod, Drizzle, BetterAuth, Resend, GitHub Copilot, Vercel, TypeScript, Docker, Vite, Shadcn/UI, tRPC, Bun, Vitest, Playwright, ESLint + Prettier, Greptile AI: OpenRouter, Langchain, Exa, Manus, Firecrawl, GitHub Copilot, Claude (Anthropic), ChatGPT, Gemini, Vercel AI SDK, Llamaindex, Hugging Face, Perplexity, Midjourney