

DARREN SMITH



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B: https://blog.darrensmith.com.au

L: https://linkedin.com/in/darrensmith

G: https://github.com/... darrensmith & industryswarm

R: Sydney, Australia

Familiar with the following software:

- Atlassian (Confluence, Jira, BitBucket)
- Microsoft Team Foundation Studio (TFS)
- Salesforce (CRM)
- Jenkins (DevOps / CI / CD)
- Sketch, Axure, Adobe, Affinity, Pixelmator (UX / Design)
- Git / GitHub / GitLab - Self-Hosted (Source Control)
- QNAP Virtualisation Station, VMWare, QEMU, Docker (VM)
- JetBrains IDEs (primarily WebStorm)
- Sublime Text Editor + Merge
- Microsoft and Google Office Suites
- Obsidian Knowledge Base
- XMind (Mind Mapping)
- Final Cut Pro (Video Editing) - Basic
- Balsamiq Wireframes (UX)
- eDraw Max (Diagramming)
- Postman & Paw (API Testing and Troubleshooting)
- MySQL Workbench & Microsoft SQL Server

And many more...

Volunteer Work:

First Responder @ UniMed (First Aid for Festivals and City of Sydney) - For 3 Years During University

Skills:

Business

- Project Management
- Business Analysis
- Product Management
- Pre-Sales & Integrations
- Growth & Innovation
- Payments & eCommerce

me



- Full Stack Development + SQL (JS; PHP, Etc / Polyglot)
- Solution Architecture
- Infrastructure & Networking
- Cloud & DevOps
- APIs (Architecture & Troubleshooting)

Technology

- UX (User Experience)
- UI Design (Low/High-Def)
- Graphic Design (Basic)
- Prototyping

Design

UOW

2004 - 2007
Wollongong, Australia
B.Med.Chem (adv) (hons)
Honours 2A

Member Of: Toastmasters (Secretary); ChemSoc



Zip Co

April 2021 - Current
Sydney, Australia

Project Manager

(April 2021 - Current)

1. Variety of Projects for Global Merchant Services & Integrations Teams.
2. Including: Project Managing our New Global Resource Portal (~40 stakeholders globally).



Frollo

Dec 2020 - March 2021
Sydney, Australia

Senior BA & Product Manager

(Dec 2020 - March 2021)

1. Accomplished higher retention rates along the on-boarding funnel as measured by drop-off by improving on-boarding experience.
2. Increased Measurability and Visibility within v2 of App by Integrating MixPanel.
3. Opened new FinTech pipeline by preparing pre-sales artefacts targeted to this vertical.
4. Increased resource-project allocation efficiency and enabled long-term forecasting by creating and populating a Portfolio View (code-backed collaborative Google Sheet).



Antler

May 2020 - November 2020
Sydney, Australia

Entrepreneur

(May 2020 - November 2020)

1. Secured one of 90 spots (from over 2,000 applicants) in the Antler Startup Generator Programme.
2. Entered with my idea for IndustrySwarm "turn-key startup solutions" (which I attempted to validate, refined, and ended up pivoting away from during the programme).
3. Worked with many other talented entrepreneurs - helping them with their ideas as well (PFM for women, inventory financing solution, data market for agriculture, etc).



Zip Co

July 2016 - April 2020
Sydney, Australia

BA & Product Manager (+ Growth & Innovation)

(Oct 2017 - Apr 2020)

1. Took Gift Card Marketplace from Concept to MVP w/ Hackathon Team, won third prize and it was the only initiative to be selected for launch to market. The success of which was measured by it now being Zip's 3rd largest channel of revenue
2. Managed and launched Pocketbook Rewards Beta and developed broad roadmap of Pocketbook initiatives
3. Performed Discovery for Shop Everywhere initiative - the success of which was measured by it now being Zip's largest channel of revenue.
4. Managed RFP for Zip's new payment gateway for repayments

Sales Solution Engineering & Integrations

(Jul 2016 - Oct 2017)

1. Supported pre-sales and integration for ~20 enterprise accounts (incl. Catch of the Day, Forever New, Best & Less, WebJet Exclusives), ~5 channel accounts (incl. Retail Express & Retail Directions) and > 160 SMB to Mid-Market accounts - collectively accounting for >\$1bn TTV.
2. Responded within a team of three to major tender for billion-dollar retail group (Super Retail Group) culminating with us winning the tender.
3. Re-engineered integrations team process to include pre-sales function resulting in a shorter sale cycle & greater volume of closed enterprise and channel deals.
4. Brought on and managed two other sales solution engineers to help with increased load.



PayPal

Oct 2014 - Jun 2016
Sydney, Australia

Pre-Sales Consultant

(Oct 2014 - Jun 2016)

1. Supported pre-sales and integrations across many large enterprise & channel accounts incl. Flight Centre and Quickbooks Online.
2. Introduced point-and-click demo/prototype activity to pre-sales process resulting in a shorter sales cycle.
3. Mentor in Battlehack Hackathon and in team of 3 who built a payment wristband solution, trialled at Splendour in the Grass music festival - down as one of the inventors on a provisional patent.



GraysOnline

Feb 2008 - Sep 2014
Sydney, Australia

(Senior) BA & Delivery Manager (+ PM/BDM)

(Feb 2008 - Sep 2014)

1. Managed requirements elicitation and analysis with broad stakeholder groups for a variety of minor projects (Site Intelligence, Adobe Analytics and Test & Target Integration, Optimost, etc) and major projects (GraysOutlet eCommerce Website, etc).
1. Managed One Other BA - split project load 50/50.
2. Began in Graduate Programme as Project Manager & BDM.
3. Where I project managed large national asset disposal projects (two examples being Kleenmaid and ECP Australia) for Insolvency / Repossessions.

