

# Becky Hofstein Grady

Technical Product Manager with UX background, experienced with user-facing and internal tools  
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## PROFESSIONAL EXPERIENCE

**SINGULARITY 6** *Los Angeles, CA*  
**Senior Technical Product Manager** *2022 - 2024*

- Led the cross-functional Growth team, developing full-stack solutions for user acquisition, self-service account management, installation platform, and communication systems
- Maintained and continuously improved internal Customer Support Portal for agents to identify and fix issues for players, iterating based on user feedback and top player issues
- Designed and drove delivery of referral programs that bring in over a 30% of new users

**SCOPELY** *Los Angeles, CA*  
**Product Manager** *2020 - 2022*

- Promoted from User Researcher to Product Manager on flagship mobile game Star Trek Fleet Command due to proven experience turning user insights into positive product outcomes
- Led a new feature release to record-setting engagement and revenue, outperforming goals by >10%

**User Experience Researcher** *2019 - 2020*

- Drove changes to live service events that improved user satisfaction by 45% through survey insights
- Launched a company-wide initiative to track and improve in-game player communication for increased player satisfaction, lower churn rates, and reduced customer support tickets

**GOOGLE** *Mountain View, CA*  
**User Experience Research Intern** *2019*

- Ran 3 mixed-methods research projects to identify user needs for the Google Play Games app
- Condensed detailed 100 slide report into 1 page summary with 3 actionable recommendations

**SONY INTERACTIVE ENTERTAINMENT (PLAYSTATION)** *San Mateo, CA*  
**User Research Intern** *2018*

- Assisted on large-scale playtests for *Marvel's Spider-Man*, *Days Gone*, and *Ghost of Tsushima*
- Completed report for *Helldivers 2* on designing for cooperative play at different development stages

**MICHAEL E. DeBAKEY VA MEDICAL CENTER** *Houston, TX*  
**Research Coordinator** *2011 - 2013*

- Identified a need for more user-friendly patient data entry forms, took the initiative to suggest and develop a new tool with reduced error rate, and trained healthcare providers in its use
- Increased intent to enroll in high-quality PTSD treatments from 0% to 67% by designing and iterating on patient decision-aids through focus group testing

## EDUCATION

**UNIVERSITY OF CALIFORNIA, IRVINE** *Irvine, CA*  
Ph.D. in Psychological Science, M.A. in Social Ecology *2013 - 2019*

**RICE UNIVERSITY** *Houston, TX*  
B.A. in Psychology (Honors), Magna Cum Laude *2007 - 2011*