

Ruby Anaya

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12+ years experienced product & UX strategist passionate about leading creative teams to build beautiful products that solve real user problems.

EXPERIENCE

Principal Product Manager, Grindr

Feb 2022 - Jul 2023 · 1.5 years · New York, NY

- Launched [Grindr Web](#), a new desktop optimized and mobile web app
- Managed strategy, design & development of Grindr Web from 0 to launch
- Managed updates, compliance and redesign of marketing site, [grindr.com](#)

Head of Product, Swing Left

Mar 2019 - Feb 2022 · 3 years · New York, NY

- Led the development of volunteer and fundraising products that directly contributed to winning Democratic majorities in Virginia in 2019, winning back the White House in 2020, and flipping the Senate in 2021
- Managed a team of six people: 3 engineers, 2 PMs, 1 analyst
- Launched fundraising platform [Blueprint](#), raising \$5.5M in 2 years

Director of Culture, WeWork

Nov 2017 - Aug 2018 · 10 months · New York, NY

- Oversaw all ERGs, facilitating programing and cultural impact
- Designed and analyzed employee experience surveys for global team
- Designed and produced content for two major employee events
- Developed the first DEI vision proposal for the organization

Director of Product, WeWork

Aug 2014 - Nov 2017 · 3 years, 4 months · New York, NY

- Grew the WeWork Member Apps (mobile + web) from supporting 15,000 members to 150,000+ members over three years
- Managed a large cross-functional team of engineering, product & design
- Helped manage internationalization efforts, including launching in China

Product Manager, Yahoo

Feb 2014 - Aug 2014 · 7 months · Sunnyvale, CA

- Led user interviews and research efforts to improve Yahoo Mail
- Launched a fully internationalized marketing page for Yahoo Mail

Director of Product, Tomfoolery (acquired by Yahoo in 2014)

Mar 2013 - Jan 2014 · 11 months · San Francisco, CA

- Led product strategy and development on two mobile apps with the mission of helping teams collaborate and deepen relationships

Senior Product Manager, AOL

Sep 2010 - Mar 2013 · 2 years, 7 months · Palo Alto, CA

- Launched multiple mobile apps across iOS, Android, and Windows including Moviefone, [Entrance by AOL](#), [Editions by AOL](#), [Play by AOL](#)
- Managed product partnerships with Nokia and Samsung

EDUCATION

University of California, Santa Cruz

B.S. Biology, Class of 2008, Regent Scholar

AWARDS & ACCOLADES

2020 [Fast Company Innovation by Design, Finance Category for Blueprint by Swing Left](#)

2020 Mentioned in [Powered by Design](#) book for product work at Swing Left

2016 Peer-nominated winner of WeWork's Employee Excellence Award

2012 [Digiday Best Use of a iPad/Tablet by a Publisher for Editions by AOL](#)

2012 [#Appsters Best Entertainment App for Entrance by AOL](#)

PROFESSIONAL AFFILIATIONS

The Venture Collective, Venture Partner since 2021

Lower Eastside Girls Club, Junior Board Member since 2020

The Girls Club Alliance is a Junior Board of volunteers who support the Girls Club through mentorship opportunities and fundraising.

Ladies Get Paid, member since 2016
LGP is a private online network where thousands of women from around the world share advice, resources, & opportunities.

Out in Tech, member since 2022
OiT is the world's largest non-profit community of LGBTQ+ tech leaders.