

# Benson Perry

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## EXPERIENCE

### **Figma, NYC** — *Product Manager, Code*

July 2023 - Present

- Led Dev Mode from open beta through GA, driving adoption across Figma's developer user base
- Grew Dev Mode into one of Figma's largest revenue lines within its first year, then doubled new ARR in year two
- Delivered a keynote-stage talk at Config on improving designer-developer collaboration, sharing the product philosophy behind Dev Mode
- Currently leading product strategy for tools that bridge design and code, enabling bidirectional translation between design files and production codebases

### **Asana, NYC** — *Lead Product Manager, Core Experience*

July 2020 - February 2023

- Owned Asana's most-used features — Projects, Tasks, My Tasks, Timeline, Calendar, and Boards — shipping a full rebuild of My Tasks and major improvements to sorting, filtering, and onboarding
- Created a "Work Management Hierarchy" strategy and framework, adopted by Asana's Head of Product to guide all feature development
- Managed enterprise relationships with Amazon and Google, building and shipping features like hourly timeline view and multi-sorting to close and renew deals

### **Vimeo, NYC** — *Senior Product Manager, Collaboration*

June 2019 - July 2020

- Launched video review, sharing, and team management tools for film and video professionals
- Scaled enterprise experience with video folders and search for larger customers

### **Blink Health, NYC** — *Senior Product Manager, Telemedicine*

Sept 2018 - June 2019

- Launched Blink's telemedicine platform, driving 30% of all orders

### **Teachers Pay Teachers, NYC** — *Product Manager, Seller Platform*

Dec 2015 - Aug 2018

- Rebuilt the seller dashboard with advanced tools for sellers to monitor traffic and marketing
- Launched a 5% increase in company take-rate on all sales

### **Crowdtap, NYC** — *Software Engineer, Product Manager*

April 2013 - Dec 2015

- Built a member experience framework; partnered with BazaarVoice to syndicate reviews to major retailers

## EDUCATION

### **McGill University, Montreal, QC** — *B.S. Computer Science*

September 2009 - December 2012