

BENN PATTARA

Bridging the gap between creative customer experience and quantitative growth metrics.

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CORE COMPETENCIES

Product Management: PRD Authoring (User Stories & Acceptance Criteria), Backlog Management, Sprint Planning, Agile Delivery, Stakeholder Engagement, Roadmap Development, Launch Readiness

Brand Strategy & Experience Design: Consumer Behavior, Brand Narrative, Omnichannel Integration, User Journey Mapping, Service Blueprints, Experiential Design, Product-to-Market (P2M) Lifecycle

AI & Emerging Technology: Generative AI Workflows, Prompt Engineering, API Integrations, Google AI Studio, NotebookLM, AI-Driven Product Design, Ethical AI Systems & Leadership Training

Technical Execution: React, JavaScript, HTML & CSS, Figma (Design to Dev Handoff), PowerBI, Notion, Asana, Trello

Retail Strategy & Analytics: Retail Math (AUR, ST%, WOS, IMU, Gross Margin %), A/B Testing, Conversion Optimization, Trend Forecasting, Data Visualization, Inventory Control

Leadership & Collaboration: Cross-functional Team Management, Agency Partnership, Behavioral Coaching, Analytical Storytelling, Field Team Coordination

PROFESSIONAL EXPERIENCE

Gap Inc. | Gap #1224 | Loyalty Lead | *April 2025 - Present*

- Spearheaded Encore Madness, a Mid-Atlantic district loyalty acquisition initiative spanning 11 stores, partnering with General and District Management to build the program infrastructure and a live PowerBI-backed performance transparency microsite connecting store-level activity to district-wide growth metrics
- Scaled personal loyalty conversion rate from 1.22% to 12.07% over eight months, a nearly 10x improvement, earning the #1 personal acquisition rate in the district YTD through a proprietary KPI-based coaching methodology
- Drove a 40% increase in team acquisition goal attainment and a +11% comp YTD by operationalizing the coaching framework across frontline associates, connecting individual behaviors to district-level loyalty targets
- Led end-to-end seasonal recruitment, onboarding, and cross-departmental training to build a high-performing, loyalty-focused team aligned around new program initiatives

The Branch Museum of Architecture and Design | Product & UX Strategist | *March 2025 - Present*

- Served as client-side digital consumer journey lead on a full web ecosystem build, translating a new brand identity into a cohesive digital experience in partnership with MullenLowe Design Studio, scoping information architecture and building interactive prototypes in React, HTML, and CSS to validate direction within brand identity design constraints before agency execution
- Authored PRDs with full user stories and acceptance criteria; decomposed features into sprint-ready stories and coordinated QA validation across rebrand visual identity, CMS integration, and accessibility compliance workstreams
- Managed stakeholder approvals and maintained product documentation across the full delivery lifecycle within an agile sprint framework from discovery through final pre-launch validation
- Work recognized in AdAge, AdForum, Communication Arts, Print Mag, and Stash

The Rev. Factory | Creative Director & AI Systems Strategist | *January 2025 - Present*

- Defined product vision and content requirements for Designing the Future, an upcoming publication on AI and global business leadership, managing backlog, sprint delivery, and stakeholder alignment across editorial and design workstreams
- Designed AI-powered Digital Fluency frameworks for C-suite executives, translating complex machine-learning concepts into actionable, human-centered leadership strategies using API integrations and generative AI workflows

Additional Experience

Barracos Ristorante | Marketing & Festival Manager | March 2021 - December 2023

Von Maur | Menswear Stylist | October 2019 - August 2020

Kohl's | Assistant Customer Service Lead | August 2018 - October 2019

EDUCATION

VCU Brandcenter | M.S. Business/Branding: Experiential Design | *Expected May 2026*

Research Focus: Consumer Behavior, AI-Driven Product Design & Data-Driven Brand Strategy

Liberty University | B.S. Studio and Digital Arts: Graphic Design | *May 2024*

Minors: Business Marketing, Journalism