

Sean Edens

edens.sean1@gmail.com / (832) 860-9207

EDUCATION

University of Houston, C.T. Bauer School of Business

B.B.A., *Marketing*

WORK

Stealth Mobile Startup (Under NDA)

Product Strategy

March 2023 — October 2024

- Conducted user experience research to define target markets and competition.
- Created personas and journey maps to outline key product lifecycle stages.
- Worked with investors and technical teams to align product vision and infrastructure.
- Collaborated with leadership to craft a differentiated product marketing advantage.

Houston Design Studio

Marketing Design Consultant

July 2023 — June 2024

- Drove over \$180,000 in new revenue and investments for early-stage high-growth clients.
- Supported sales teams in project proposals and client account strategy, reshaping how we market to consumers.
- Led workshops to gain insight into customer journey obstacles, defining pathways to success and trade-offs along the way.

GB National Nonprofit

Campaigns & Engagement Lead

December 2019 — January 2022

- Crafted campaigns, event experiences, merchandise, and brand deliverables high-level and hands-on alongside producers to strengthen market presence.
- Led community workshops for internal workflow development, resulting in stronger project management execution.

Popfancy

Brand Development & Marketing Analyst

March 2019 — March 2020

- Led a rebrand that supported the company's viral debut, resulting in media coverage from FOX and KPRC2.
- Worked with founders to refine product offering and customer experience through both digital and physical experiences.

SUMMARY

I'm a self-starter and collaborator who thrives in user-focused environments. Through research, I uncover what best meets customer needs across different markets. Always open to collaboration.

AWARDS

1st Place BFBS 3D Art Competition

Bad Face Bots NFT

Entry designed using Blender. Chosen out of more than 500 applicants.

TDECU Digital Solutions Award

Texas Dow Employees Credit Union

Presented a digital transformation roadmap for a mobile banking app to C-Suite executives.

PERSONAL PROJECTS

League of Legends Champ Index

Crafted an interactive index of game characters with Riot Games API, ReactJS, SASS, and more.

[More](#)

Cente

Prototyped a solution for couples struggling to align their finances.

[More](#)

Teerly

Prototyped a solution for student organizations to address challenges surrounding volunteering.

[More](#)

SKILLS

Product Design

Figma, Miro, ClickUp, Loom

Graphic Design

Photoshop, Illustrator

3D Design

Blender, Spline