Mario Ramotar, Ph.D

external

After attending Queens College, I completed my BSc. in Computer Science at the University of Guyana in 3 years. I worked as a senior developer at GuySuco for 3 years before studying Design Thinking and Innovation at Warwick University. I graduated at the top of my masters class and was awarded a PhD scholarship where my focus was on Behavioural economics and Innovation.
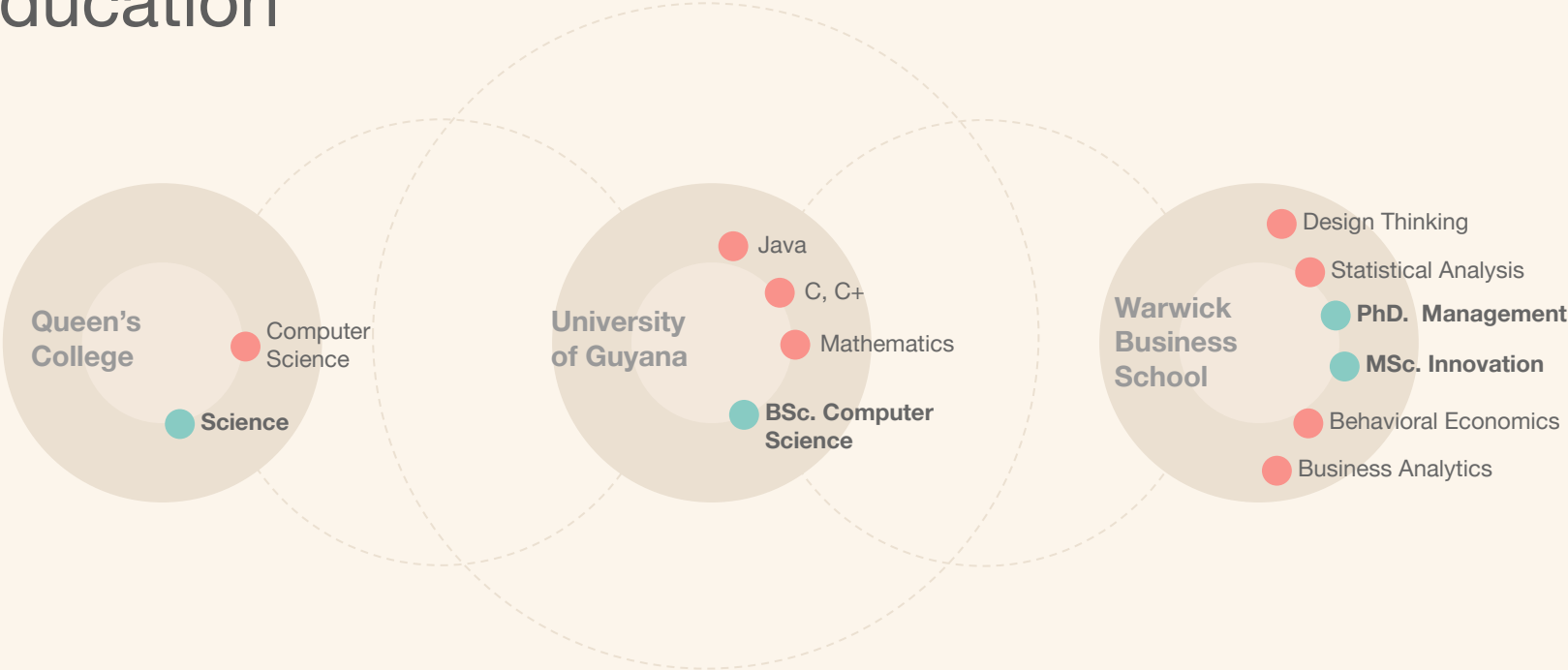
Today, I'm a Quantitative and Qualitative User experience leader at Meta, where I'm building the future of conversational commerce at WhatsApp. In this role, and prior, I advocate for building products that have a positive impact on people's lives.

With research and business strategy experience in 20+ countries for companies like Meta, Jaguar, Land Rover, Barclays, HSBC, Twilio, I work with multidisciplinary teams to build the right product and growth strategy for new forms of innovation to succeed.

The diversity of my background (Computer science, Behavioral economics, and Business), makes me passionate about exponential business growth through new technologies while keeping user needs front and centre to the process.

Education

Queen's College
- Computer Science
- **Science**

University of Guyana
- Java
- C, C+
- Mathematics
- **BSc. Computer Science**

Warwick Business School
- Design Thinking
- Statistical Analysis
- **PhD. Management**
- **MSc. Innovation**
- Behavioral Economics
- Business Analytics

My Journey

What I do now

Optimizing User Experience

Queen's College

- Computer Science
- Science

- Didn't like Languages

- Struggled with Math, but tried

- Great at Sciences, but didn't really understand it

- I L❤️VED Coding. Everything else made sense

University of Guyana

Mathematics

C, C+

Java

BSc. Computer Science

- Most of my friends went abroad to study

- Finished 2 years of courses in 1 year ⚡

- Taught coding at high schools in Guyana 🟫🏫

- Final year project made be believe I could build products that positively impact people❤️

GuySuCo

🟢 **Lead Developer**

🔴 PL/SQL
🔴 C, C+
🔴 Java
🔴 AGILE

- Opportunity to have a positive impact with something I helped to build ❤️

- Worked on Payroll, Inventory, Custom ERP

- Products were "great" but people didn't use it

- I realized that in order to build things people love as much as much as I love the code, I needed to understand people

Warwick Business School
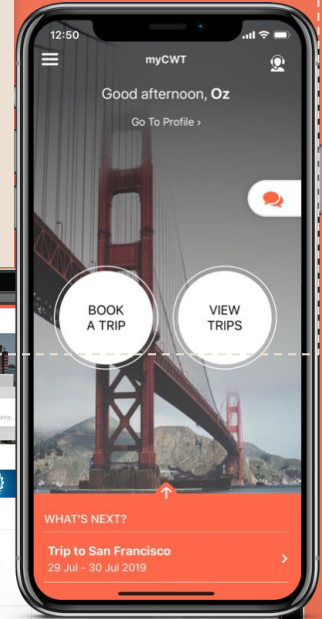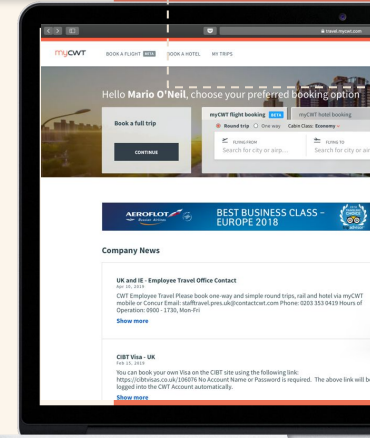
Design Thinking

MSc. Innovation

Business Analytics

- Applied to LOTs of grad programmes; Got into a lot, but only **full** scholarships to a few. WBS was in top 3 🙂

- Graduated top of my class…which opened some doors 🥇

- 1 of those doors was internship at Jaguar Land Rover 🚗

- **Design thinking** taught me how to understand "real" user needs… experiment and iterate until product solves those needs 🧪

Warwick Business School

- Design Thinking
- Statistical Analysis
- **PhD. Management**
- Behavioral Economics
- Experimentation

- "Tricked" into a PhD 🙃, but it shaped who I am today

- ❤️ Teaching (undergrad and MBA), ❤️ conferences, ❤️ behavioral economics, ❤️ interning, ❤️ theorizing

- PhD Papers with Barclays on recommendation algorithms using credit card data. Didn't like academia 🙁.

- ~~Don't do a PhD.~~

- I should have applied to Oxford. It's not always about how smart you are, but your perspective.

- After LOTs of job applications, failing last round of Google Interview, passing on Amazon, I joined an Israeli travel start-up that was acquired by CWT 🇮🇱

- CWT was an opportunity to lead research for a biz travel product used by most fortune 500 companies- Google, Amazon, JP Morgan, Facebook, etc ✈️

- Long hours, grew the UX team, worked on every type of product, did every type of experiment, analysis, report 🗺️

- Starting small in tech is unconventional but **extremely rewarding** when you embrace the challenge ⏭️

CWT | **Quant UXR**

- Python
- R
- Web Products
- Mobile Products
- Desktop Products

myCWT

Good afternoon, Oz

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WHAT'S NEXT?

Trip to San Francisco
29 Jul - 30 Jul 2019

twilio | **UXR Lead**

- Lead user experience research and strategy for developer APIs, Communications SDK, and Flex Contact Center.

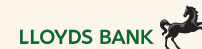- Worked with other tech companies since these platforms power many apps.

lyft

Uber

stripe

American Red Cross

Domino's

J.P.Morgan

wipro | **UX Lead**

- Built out innovation lab- team focused on making user centered products

- Worked on product strategy for financial products- analytics platforms and apps

BARCLAYS

LLOYDS BANK

HSBC

NatWest

My Journey

What I do now

Optimizing User Experience

USER EXPERIENCE RESEARCH LEAD:

For WhatsApp Business- All experiences for small and large businesses on WhatsApp
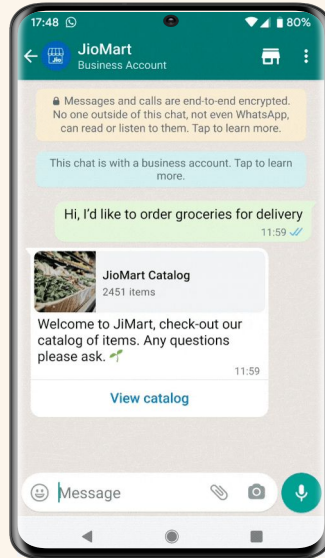
and more specifically ...

Collaborate with product and engineering team to define product vision and strategy- what we build in the next 5 years, and how (priority) we build it

Guardian of the User Experience- ensure that everything we build is high quality-simple, easy, and reliable
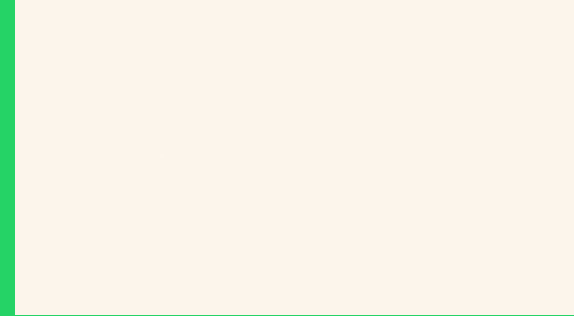
SHOPPING

BUSINESS APP

+200 Million MAU

FLOWS

Launched last month

Optimizing User Experience

A **successful product** is something that delivers value i.e. does it make people *"pay"* more, does it make more people *"pay"* for the first time.

Value is what someone is willing to *"pay"*- when someone exchanges something that is valuable to them for something that is of higher value to them- that is real value.

For a product, a **differentiated user experience** creates value by making more users willing to pay more
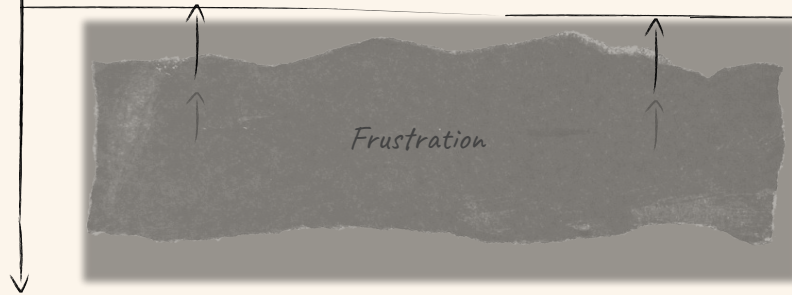
Differentiated User Experience (UX)?

How Do We Optimize User Experience?

Don't

Measure the exact same things that other products measure

Don't

Cherry pick quantitative metrics to track

Do

Understand what value your product or feature gives users

Do

Be intentional about how you decide
what metrics and analytics you track

Thanks