Joseph Cox

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SUMMARY

Senior Product Manager with 4+ years owning mobile and cross-platform products at ClickUp, a B2B SaaS work platform with 20M+ users. Started in customer support and earned six promotions in under five years. I set strategy from customer evidence and ship production code myself, using AI to shorten the path from customer problem to release. AI makes me faster, but the job is still judgment: choosing the right problem and deciding what not to build.

EXPERIENCE

ClickUp

Senior Product Manager, Mobile, Desktop, AI Apps & Extensions, 07/2025 – Present
Product Manager II, Mobile, 08/2024 – 07/2025 · **Product Manager, Mobile**, 05/2022 – 08/2024
Earlier customer support, knowledge, and community roles, 02/2021 – 05/2022

Sole PM for ClickUp Mobile since 2022. I also own ClickUp Desktop, the Brain MAX apps, Chrome extensions, and company-wide Localization. I lead three product teams of engineers and QA.

- **Mobile monetization:** Brought direct revenue to a mobile app that previously generated none, starting with member invites under per-member billing. Then led the US launch of in-app upgrades, comparing in-app, web view, and in-app browser approaches, and made ClickUp's paywalls work on phones and tablets for the first time while protecting the new-user experience.
- **Shipping production code:** Build features daily that ship to production, at dozens of PRs a month, taking customer work from problem and research through design, code, testing, review, release, and post-launch learning. Regularly bring new web layouts and features to mobile.
- **AI product harness:** Built an agent harness in Claude Code and Cursor that I've run daily since early 2026. It takes feedback from every channel, scores it against team KPIs, and does the legwork at each stage: scoping, design, user tests, QA, and PRs. I approve every move from idea to scope to research to engineering. Agents write test plans and run designs on UserTesting, and we've tested dozens of designs with hundreds of users this year.
- **Mobile CSAT system:** Built ClickUp Mobile's in-app CSAT system myself, before AI coding tools became common. It collects direct user feedback every week and guides the mobile roadmap.
- **Android quality:** Raised the Google Play rating from 2.7 to 4.0 by expanding Android end-to-end coverage, moving the team to test on Android during feature work, and fixing top Android-only issues surfaced by in-app CSAT feedback. ClickUp Mobile holds 4.7 stars on the App Store across 10k+ ratings.
- **Brain MAX, zero to launch:** Led Brain MAX Mobile, a standalone AI app with multi-model chat, workspace-grounded answers, and Talk to Text, rated 4.8 on the App Store. Led Brain MAX Desktop alongside the CEO, built in Flutter and launched as Product Hunt's #1 Product of the Week.
- **Chat launch:** Led mobile for ClickUp's company-wide launch of Chat, a Slack and Teams alternative, and proved mobile could carry it under high-pressure customer adoption. Delivered offline and slow-network chat and other capabilities that sales deals required, growing mobile usage and making mobile central to the user journey.
- **Innovation:** Ship near-daily PRs to the web frontend for the Innovation team, taking ideas to staging within hours to test them with the Head of Product and CEO. Also built a shared mobile design system.
- **Localization:** Own Localization company-wide. Used AI-assisted workflows to cut cost and shipped Japanese for large international customers.

SIDE PROJECTS

- **Trestle:** Card game I designed, built, published to the App Store, and maintain, using Flutter and Supabase.
- **Murmuur:** Feedback board that groups requests under the problem behind them, built with SvelteKit and Postgres.

SKILLS

Product: Product strategy, roadmapping, prioritization, user research, monetization, B2B SaaS, cross-functional leadership
Tools: Amplitude, Datadog, Sentry, Maestro, App Store Connect, Google Play Console, Cursor, Claude Code, MCP
Technical: Flutter, TypeScript, Svelte, Node.js, Postgres

EDUCATION

University of New Hampshire, 2016 – 2018. Coursework in Computer Science and English/Journalism.