

# DAN FRAGIADAKIS

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## EXPERIENCE

### UPWORK

San Francisco, CA  
2021 – 2023

#### Product Manager - Pricing, Monetization and Market Design

- Owned [Boosted Proposals](#) (Upwork's first auction-based ad unit) and the [Availability Badge](#), Upwork's two paid tools for freelancers to gain more client engagement. Reported to [James Biggs](#), Director of Ads and Monetization.
- Drove the initial test of Boosted Proposals in 10/2021 and its general release in 03/2022.
- Spearheaded the transition in Boosted Proposals from a silent/sealed bidding system to a live auction by introducing a table of live auction bids on each job post, allowing freelancers to observe the level of competition to be boosted at the individual job post level. During our A/B test, freelancers who saw the live bid table exhibited a 191% increase in bids in comparison to freelancers who were not shown the table. The test was defaulted to the live system; every freelancer now sees bid tables.
- Led the design and implementation of ongoing [Placebo Auctions](#): with a small chance, submitted bids are not actually collected and no proposals are boosted, providing a proper benchmark to measure the effectiveness of Boosted Proposals.

### VILLANOVA SCHOOL OF BUSINESS

Villanova, PA  
2018 – 2021

#### Assistant Professor of Economics and Director of the [Laboratory for the Advancement of Interdisciplinary Research \(LAIR\)](#)

- Managed all LAIR use and logistics, including the lab equipment, subject pool and experimental sessions.
- Published [Designing Mechanisms to Focalize Welfare-Improving Strategies \(2019\)](#), an original research paper in market design with theoretical results and data from experiments using undergraduate students as subjects.
- Taught several undergraduate economics courses involving business, data analysis, customer behavior and A/B testing: Behavioral Economics (Econ 4200 - 007), Experimental Economics (Econ 4210 - 001) and Game Theory (Econ 3138 - 001)

### TEXAS A&M UNIVERSITY

College Station, TX  
2014 – 2018

#### Assistant Professor of Economics and PhD Advisor and co-author to [Ada Kovaliukaite](#)

- Published [Improving Matching under Hard Distributional Constraints \(2017\)](#) and [Strategyproof Matching with Minimum Quotas \(2015\)](#), original research papers in market design with theoretical results and simulations.
- Taught economics courses involving business, data analysis, customer behavior and A/B testing: Games and Economic Behavior (Econ 459-500) to undergraduates and Behavioral Game Theory (Econ 659-600) to PhD students.

## EDUCATION

### STANFORD UNIVERSITY

Stanford, CA  
2008– 2014

#### *PhD in Economics*

- 2013-14 Stanford Institute for Economic Policy Research Ely Fellowship
- 2011-12 Outstanding Teaching Assistant Award
- 2010-11 Outstanding Teaching Assistant Award

### UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA  
2004 – 2008

#### *BA in Mathematics*

- 2007-08 Phi Beta Kappa member
- 2004-08 Regents' and Chancellor's Scholar
- 2004-05 Edward Frank Kraft Scholarship

## SPECIALTIES & SKILLS

- **Product Development:** JIRA
- **Data Analysis:** Matlab, Looker, SQL and Excel
- **Economics:** Principles, analysis, econometrics
- **Product Design:** Prototypes
- **Product Management:** Vision, roadmap, specs and requirements
- **Technical:** Converses easily with engineers
- **Customer:** Support page content
- **Languages:** Native in English, advanced in French, conversational in Modern Greek