Micky Hingorani.

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SUMMARY

15+ years taking public-facing web products for health and advocacy nonprofits from first idea to launch and measuring what works: setting roadmaps, making tradeoffs on fixed budgets, and leading designers, developers, and outside engineering teams.

EXPERIENCE

AVAC: Global Advocacy for HIV Prevention

Senior Manager, Digital & Technology — December 2010 – Present

PRODUCT & DIGITAL

- Took two public databases from concept to launch, one for HIV prevention resources and one mapping every ongoing prevention trial worldwide: defined what to build with engineering and reworked both from user interviews and feedback.
- Launched a medical translation database that puts health and HIV terms into ten African languages, built with AVAC's own developers and local translators; kept the first version small so it could launch and prove its use.
- Owned the roadmap for AVAC's public websites (~500,000 annual visits): decided what shipped first and tracked traffic and conversions.
- Took every redesign of AVAC's public websites through launch: set scope, timelines, and priorities with the executive director, COO, and communications staff; managed designers, developers, and outside vendors; and tracked results in GA4 and Search Console.
- Ran six-figure digital projects on fixed budgets, deciding what made the cut: data visualizations, website redesign, search, and rebranding, with designers, developers, and outside engineering vendors.

DATA & ANALYTICS

- Kept AVAC from planning around inflated numbers: caught bots posing as up to two-thirds of avac.org visitors and built the filter behind all of AVAC's web reporting.
- Gave leadership and communications a monthly cross-channel report, open to all staff: built the AI-assisted system linking Google Analytics (4 sites), Mailchimp, and a custom Bluesky scraper.
- Managed PrEPWatch.org through 25% growth in engaged visits (2023–2025), including 24% growth from search and 31% from South Africa, AVAC's largest audience outside the U.S.

TECHNOLOGY & OPERATIONS

- Led development of AVAC's all-staff training on using AI; use AI to draft specs, run analyses, and build tools.

The Opportunity Agenda

Web Strategist — February 2008 – November 2010

- Led product development of map4change.org, an interactive map showing racial, socioeconomic, and geographic disparities in health care.
- Coordinated the Drupal redesign of the organization's website and led its digital communications strategy.

Doctors Without Borders/Médecins Sans Frontières

Communications Assistant — 2006 – 2007

- Designed web content and wrote copy on Chagas' disease, sleeping sickness, and malnutrition; wrote for *Alert* (distribution 160,000).

EDUCATION

Rutgers University, Graduate School of Arts and Science — M.A., Political Science

New York University, College of Arts and Science — B.A., Psychology

SKILLS

Product: Roadmaps, product strategy, user research and feedback, prioritization, agile methods, A/B testing, Jira

Data: SQL (basics), Looker, Google Analytics (GA4), Google Tag Manager, Mailchimp

Technical: HTML, CSS, JavaScript, WordPress, Drupal; accessibility (WCAG 2.1 AA)