

Interactive product manager with years of experience in IxD, sketching, wireframes, prototyping and information architecture seeks a full switch to **user experience design**.

EXPERIENCE

THE HUNT, San Francisco

2014 – 2015

Product Manager | iOS

- Product Manager for five star featured lifestyle app with 300K WAU.
- Led team through strategy, brainstorm, planning, design and execution.
- Specified and flowed conversations features, doubling user mentions.
- Increased invites by 50% through Add Friends system.
- Designed The Hunt’s first reputation and Q&A routing systems.

DORKFOOD, San Francisco

2013 – 2014

UX Designer | Freelance

- Executed user-centered design process for kitchen sous vide device, including user research, personas, scenarios, wireframes, and a tap-through prototype.

GENERAL ASSEMBLY, San Francisco

2013 – 2014

Designer in Residence | Freelance

- Selected to help teach Winter 2013 UX Design Immersive.
- Wrote course content, which was shared with international markets.
- Mentored students on working in teams and use of prototyping tools.

PLAYHAVEN, San Francisco

2012 – 2013

Senior Product Manager

- Led dedicated agile team to serve the needs of Advertisers and internal team
- Designed features such as ad dashboard, custom click-tracking URL to track ad delivery source, and “ad wrapper” system, leading to 25% increase in CTR.
- Presented detailed competitive analysis to Executive team.
- Extended platform accessibility through Marmalade and AIR Native.

KIXEYE, San Francisco

2011 – 2012

Product Manager

- Teamed with Co-Founder to bring game, Battle Pirates, out of beta and into earning 5M per month in revenue.
- Specified seventy key features including record-breaking Base Invaders event.

- Increased tutorial completion by 33%.
- Fostered relationship with Facebook to become feature launch partners.

SYMBIAN FOUNDATION, San Francisco and London

2009 –2010

Product Manager

- Managed full lifecycle of Symbian web products from requirements through launch, product positioning and value proposition definition, competitive analysis.
- UX for Symbian sites, including mobile app directory, Horizon.

MILLIONS OF US, Sausalito, CA

2007 –2008

Interactive Producer

- Designed and produced immersive experiences for clients such as Coca-Cola, Cisco, WWE, MINI Cooper, Toyota Scion, Sun Microsystems and Anheuser-Busch.
- Media included 3D environments in Second Life and There.com, a social media campaign in Gaia Online, video campaigns, websites, and alternate reality games.

Earlier work includes marketing roles at Linden Lab and MTV Networks.

EDUCATION

CARNEGIE MELLON UNIVERSITY, Pittsburgh, PA

Bachelor of Fine Arts (BFA) – Electronic and Time Based Media 2001

SAN FRANCISCO STATE UNIVERSITY, San Francisco, CA

Master of Business Administration (MBA) – Entrepreneurship and Marketing 2010

GENERAL ASSEMBLY, San Francisco, CA

User Experience Design Immersive 2013

HONORS AND CERTIFICATIONS

- Certified Scrum Product Owner, 2013
- Webby Honoree for World Wrestling Entertainment in Gaia, 2008
- Panelist: Technology in the Arts Conference, Pittsburgh, PA, January 2008
- Panelist: Utah Council of the Arts, Salt Lake City, UT, May 2008