

MICHELLE UDEM

Innovative Product Manager & MBA candidate supporting both large and small organizations in multiple industries. I have a proven track record of turning vision into action and the technical depth & breadth to strategically collaborate with Product & Engineering teams. My diverse background and volunteer work promoting women and inclusivity empower my intentional perspective, advocating transformation & future-thinking.

Portland, Oregon • [linkedin.com/in/mpudem](https://www.linkedin.com/in/mpudem) • www.michelleudem.com

SKILLS & SOFTWARE

- Managing Design, Development & Strategy for B2B, B2C, SaaS Products via Feature Prioritization & Roadmapping
- Practicing Agile, Scrum, Design Thinking, User-Centered Design, User Empathy
- Translating Business Requirements via User Stories, Technical Specifications & Acceptance Criteria
- Conducting Customer Interviews & User Testing | Performing Market Research Assessments
- Financial Modeling for Tracking & Forecasting | Managing Budgets and Contracts from \$5k to \$1.5m
- **Tools Summary:** Airtable, Miro, Jira, Confluence, Asana, Slack, G Suite, Microsoft 365, macOS, iOS, Android
- **Technical Summary:** Angular, React, C#, .Net, AWS/Azure Cloud Services, Security/Provisioning Access, 3D Modeling

EXPERIENCE

Nike, Portland, OR • Digital Product Innovation Manager 11/2020 - 12/2021

- **Leading Innovators in design-for-make prototypes serving 500+ NXT makers & designers;** I establish milestones, prioritize features & collaborate with stakeholders, achieving 100% expected progress on 6 Nike strategic initiatives. **Prototypes** include digital capabilities for data rich 3D textile visualizations and “smart” parametric design solutions
- **Collaborating with portfolio Directors across 5 Innovation teams;** I remove blocks, escalate priorities, identify partnership opportunities, and communicate resource & budgetary needs on a bi-weekly cadence.
- **Scoping work and managing up to 3 external vendors** for acceleration of projects to achieve quarterly & annual SMART goals. I write business requirements, technical components, uses cases, personas, and key results.
- *Technology Environments:* 3-D Modeling programs: Maya, MindCAD, Rhino 3D; Grasshopper; C#; Azure

Locl.io, Portland, OR • Product Manager (freelance) 09/2020 - 10/2020

- **Strategizing & collaborating** on a weekly basis with the CEO on new SaaS product features, such as Freemium, and product improvements based on user feedback and testing, working towards goal of 50% user growth annually
- **Brainstorming and architecting technical solutions** with the Development Team Lead, such as Shopify app store development, to extend *Locl.io's* online presence and customer reach to achieve user stickiness and 100% retainment
- *Technology Environments:* Django, Wordpress, Heroku, AWS S3

Live Axle LLC, Portland, OR • Digital Product/Project Manager 06/2017 - 08/2020

- **Managing releases:** 13 iOS and web applications in React & Angular w/AWS integrations on \$100k+ contracts
- **Leading a scrum team of 7 developers and designers** from client vision to market ready B2B & B2C product launch
- **Reporting directly to Technical Director/Founder:** I strategized with up to 3 external, cross-functional teams
- **Prioritizing & refining a backlog of over 100 Jira tickets** so the development team can seamlessly begin implementation
- **Leading scoping and roadmapping:** I produced quick wireframes & diagrams for 10 projects spanning 5 different clients
- *Technology Environments:* React, Angular, Python, AWS S3, CircleCI, GraphQL, IndexedDB, Salesforce Marketing Cloud

Metal Toad, Portland, OR • Digital Project Manager 02/2016 - 03/2017

- **B2C project planning & account management:** I communicated progress & potential risk with up to 6 different clients
- **Created and prioritized tickets in Jira;** I led an Agile team serving as advocate for the 8 dev team members, collaborating with them to accurately estimate task effort, eliminate blockers, and ensure continuous progress
- **Renewed or increased all current contracts;** achieved consistent NPS score of 9 or higher
- *Technology Environments:* React, Angular, AWS Managed Services, .Net, Swift, Salesforce Exact Target

EDUCATION AND CERTIFICATIONS

Portland State University, Portland, OR • Master of Business Administration 2022
Specialization:

- Sustainable Business Strategy & Sustainability Innovation

Case Western Reserve University, Cleveland, OH • Bachelor of Arts, Economics & Environmental Studies 2010

- Provost Scholar & Student Leadership Award in Recognition of Excellence: Outstanding Member of the Media
- *The Observer* newspaper columnist for four years | Bi-weekly editorial covering Sustainability & Climate Change trends

Certified Scrum Product Owner, Portland OR 2017

Certified ScrumMaster, Portland, OR • Certification ID #593287 2016

PROFESSIONAL AFFILIATIONS

PDX Women in Technology, Portland, OR • Jobs Board Team Lead 01/2019 - Present

- Guiding recruiters & local businesses in posting inclusive and equitable technology opportunities on the PDXWIT Job Board, furthering PDXWIT's purpose to empower women & underrepresented people to join and stay in tech

Women of Color in Business, Portland State University, OR • Chief Financial Officer 11/2020 - Present

- As a founding member, I participated in constitution writing & establishing organizational processes.
- As CFO, I manage budgeting and forecasting while ensuring program activities and spending align with club mission

NOTABLE CLIENTS

Nike • MolsonCoors • NBCUniversal • Sony Pictures • Sony.com • Sony Rewards • Cambia Health Solutions • Qualcomm • Southern California Edison • Pacific Gas & Electric • Northwest Energy Efficiency Alliance

SELECT MEDIA EXPERIENCE

New York Times, New York, New York • Writer 12/2017

- Interviewed local Portland entrepreneurs for Sunday New York Times feature article

Thrillist, Portland, OR • Writer 09/2015 - 05/2016

- Writing articles on best local restaurants and must-see regional sites

HGTV Online, New York, New York • Sustainability Writer 07/2011 - 12/2012

- Solar Energy & Urban Living: Research and report on topics such as solar energy initiatives and mass transit benefits

CNBC Mad Money with Jim Cramer, New York, New York • News Associate 02/2011 - 04/2011

- Assistant to Executive Producer and Jim Cramer
- Responsible for cue cards & writing financial captions, communication with guests, & control room tasks

NBC Nightly News with Brian Williams, New York, New York • News Intern 09/2010 - 12/2010

- Assisted with live shoots: set up equipment, scout locations & make subjects comfortable before broadcast
- Cut and edited clips for two news packages for the Nightly News website: "Aquaponics" and "Facebook"

Jakarta Globe, Jakarta, Indonesia • Features and News Reporter 05/2009 - 08/2009

- Conducted extensive interviews on economic and social issues relating to the 2009 Presidential Election