

Product Manager | UI / UX Designer

PROFESSIONAL EXPERIENCE

Vision Internet
Santa Monica, CA
2009 - 2014

Creators of visionCMS™
Innovators of Online Government

Director of Operations
04/2013 - 08/2014

**Lead Product Manager |
Principal UI/UX Designer**
09/2011 - 04/2013

Project Manager
02/2009 - 09/2011

- Led **product development for visionCMS™**, a user friendly and award winning SaaS based government content management system with emphasis on user centered design.
- Designed the **user interface for visionCMS™**, created detailed requirements document using wireframes, and provided iterative QA feedback to development team.
- Implemented and utilized hybrid (agile/waterfall) style product development method and release cycles to effectively adopt to the existing process and to improve workflow in order to meet aggressive timeline for successful launch.
- Created and managed product roadmap and feature enhancements list, integrating inputs from clients, sales, marketing, and internal stakeholders.
- Established the product manager role and Products team to accommodate the company's operational transition to the new SaaS based CMS product, visionCMS.
- Created and implemented a new project execution workflow process and provided training to affected teams in order to adjust to the new SaaS based CMS.
- Managed product and process focused day-to-day operations for Products, Project Management, Development, Design, IT, and Account Management teams.
- Managed and launched over 30 mid-to-large budget government website projects from concept to completion, on budget, on time, and won over 15 separate **awards and honorable mentions**.

Trianz / NetApp
Sunnyvale, CA
10/2007 - 3/2008

Trianz is a management consulting and technology services company selected by Network Appliance (NetApp) to design a new sales, marketing, and reporting tool.

**Senior UI Designer -
Consultant**

- Successfully delivered click-through web application prototypes for the brand new Sales Marketing and Reporting Tool (SMART), designed for **NetApp's** global sales force, under tight deadlines for off-shore development.
- Worked closely and iteratively with business analysts and consulted with stakeholder groups to refine requirements and use cases for creation of wireframes and prototypes.
- Designed SMART web application user interface, interaction scenarios and navigation based on the requirements documents, use cases, and feedback from the wireframes.

Saronyx¹
Palo Alto, CA
2002 - 2007

Biotech & BioPharma Industry
ASP / SaaS

- Managed the development coordination for the **Saronyx Development Integration System** (a secure productivity and communication web application for research scientist) through its lifecycle.

**Product Manager
Consultant**

1/2006 - 5/2007

**UI Designer /
Product Manager**

2/2004 - 12/2005

Toxweb.com

UI Designer

Santa Monica, CA

2002 - 2003

¹ formerly Toxweb.com relocated to Palo Alto, CA in 2004

- Translated application needs from client feedback, marketing, management, and professional services teams into usable requirements for development team to implement as new or modified features.
- Rapidly prepared and implemented product specifications, including designing and creating high fidelity click-through prototypes to visually facilitate understanding of user interactions in features and concepts.
- Delivered production ready html files and other user interface assets for development.
- Iteratively and actively work with development team to test new or modified features for proper implementation within the release cycles.
- Created and managed client company and user accounts, including registering [RSA SecurID®](#) key fobs for secure login authentications.

whereiwork.com²

HR Benefits enrollment
ASP / SaaS

**UI Developer /
Web Site Designer**

Redwood City, CA

7/2001 - 8/2002

² ownership changes
[Unum Provident/](#)
[BenefitAmerica.com](#)
Redwood City, CA
4/2002 - 8/2002
[BenefitPoint.com](#)
San Francisco, CA
7/2001 - 4/2002

- Managed user interface related projects for [whereiwork.com](#), an HR benefits & enrollment application service provider (SaaS).
- Assessed project needs and developed specifications from initial conceptual design through coding and final HTML delivery for production.
- Effectively collaborated with Marketing, Product Planning, and Product Development teams to ensure project quality, usability, and UI standards.
- Managed multiple UI projects, including project status and documentation under tight deadlines.
- Designed, created optimized site graphics and navigational elements for new and enhanced application features.

MARSH's

HRKnowHow.com³

An all-inclusive online resource designed to assist employee benefit administrators and human resource managers.

**Web Developer /
HTML Coder**

San Francisco, CA

7/2000 - 6/2001

³ formerly [benefitsmart.com](#)

- Managed front-end re-designing of [HRKnowHow.com](#), a custom content management web application.
- Assessed existing application and planned, developed, and implemented the new site design and features.
- Defined and developed effective navigation structure, page layout, and features; created optimized site graphics and HTML code for production, accommodating back-end constraints and presented to business stakeholders using "click-through" prototypes for final design selection.
- Communicated effectively with external consultants, internal web site managers and business experts to determine and deliver necessary components on a timely basis to the back-end developers for successful on time release.

**San Francisco
Estuary Institute**

- Designed, implemented, and managed the databases and web sites for information generated from the federal and state funded

SFEI provides science for San Francisco Estuary's Ecosystem Management

Richmond, CA
1995 - 2000

Data/Info Manager /
Web Producer /
Environmental Analyst

programs, including San Francisco [Bay Regional Monitoring Program, \(RMP\)](#) which is the institute's largest program and the flagship of the [Clean Water Program](#).

- Designed, implemented and managed relational databases, data/information dissemination and database back-end searchable inventory websites.
- Streamlined, and managed data flow to-and-from the environmental monitoring data generating subcontracting commercial laboratories, government agencies, universities, private consultants and internal scientists.
- Conducted meetings with stakeholder organizations to create data and inventory-sharing alliances, developed data flow processes and achieved design and content level consensus.

BioSystems Analysis, Inc.⁴

a natural and cultural resources consulting firm specializing in cultural resources compliance, state-of-the-art aquatic and terrestrial ecology, and natural resources policy and planning

Hydrologist
Data Manager /Analyst
LAN Manager

Tiburon, CA
1990 - 1995

⁴ BioSystems Analysis, Inc. is now [Garcia & Associates](#)

- Developed and maintained river-reservoir system temperature and water quality [numerical simulation models](#) for [Mokelumne River \(SNTEMP\)](#), [Camanche Reservoir](#), and [Lake Lodi, CA \(WQRRS\)](#).
- Provided sensitivity analysis and graphical summaries of the model simulations to determine and recommend flows necessary to support and improve endangered salmon and rainbow trout fish populations in support of river-reservoir system [management plan](#) and for the [Environmental Impact Report](#).
- Managed and maintained the storage (relational database) and distribution (electronic Bulletin Board System) of data generated from the [Mamala Bay \(Honolulu, HI\) Water Quality Study Project](#), involving 12 universities and private consulting firms.
- Provided supervisory services for 50 users Novell Netware 3.11 Local Area Network and provided technical and instructional support for LAN-wide and desktop PC software applications.

EDUCATION

Texas A&M University

B.S., Maritime Systems Engineering
Minor: [Marine Biology](#)

University of San Francisco

[Environmental Management](#)
M.S. course work completed, thesis remaining, currently not enrolled

SKILLS & EXPERTISE

Product Management

Product Roadmap

Project Planning & Leadership

Project Quality Assurance

Cross-functional Team Management

Conduct Meetings and Trainings

Content Management Systems (CMS)

Data Analysis

User Interface / UX Design

Wireframe & Requirement Documents

UI Prototyping and Mockups

Mobile Design & Interaction Concepts

Graphic Design Directions

MS Office Proficiency - Advanced

Adobe Creative Suite Proficiency

HTML, CSS, jQuery UI