

Brian Parton

Product Manager

Location: Alpharetta, GA

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Education

Master of Science in Physics

Clemson University, May 2013

Bachelor of Science in Physics

Emory University, May 2010

Certifications

PSPO I: Professional Scrum Product Owner I, 2024

Skills

- Product Lifecycle Management
- Agile, Scrum, & Kanban Methodologies
- Cross-functional Team Leadership
- AI-Driven Product Development
- User Experience and User-centric Design
- Data Analysis and Metrics Evaluation
- Roadmap Planning and Strategic Execution
- Tools: SQL, Jira, Figma, Hotjar, Lucidchart

Professional Experience

Key Accomplishments

- **4.9-Star Rated OTR Solutions Mobile App Rebuild:** Directed a comprehensive UI/UX redesign within the Kanban framework, collaborating with a newly onboarded engineer to enhance user satisfaction and invoice submission functionality. Achieved a 4.9-star rating from 1,200+ Apple Store reviews, driving a 30% increase in invoice submissions within three months.
- **New Revenue Generating Bulk Gift Card Platform:** Spearheaded a cross-departmental initiative to plan, develop, and beta launch a DIY incentive rewards platform supported by a 'Wizard of Oz' MVP. The successful beta validated market demand, resulting in a roadmap to automate bulk ordering and expand the GoTu Rewards bulk gift card offering.
- **Driving OTR Fuel Card Adoption with Discount Truckstop Locator:** Conceptualized the UI/UX of the Fuel Finder feature for the OTR Solutions Mobile App, enabling users to locate OTR Fuel Card discounted diesel truck stops. This tool drove a 15+% increase in card loads, usage, and gallons purchased within the first two months.

Professional Roles

Product Manager

Extu, Inc., Atlanta, GA | April 2023 – April 2024

- Leveraged insights from Google Analytics to uncover onboarding challenges and innovatively utilized existing technology workflows to design a revamped registration UI/UX, increasing successful signups through referral links from 0% to 4%.
- Deployed AI-driven tools to enhance market research, streamline product documentation, and support product marketing efforts, resulting in up to a 90% reduction in time spent on routine product-related tasks.
- Introduced structured processes and improved workflows for Product and our touch points with Engineering, increasing visibility to the business, streamlining sprint ceremonies, and enhancing documentation standards.
- Designed the UI/UX of a workflow to enforce acceptance of updated terms of service, tracking acceptance timestamps for improved compliance, and following best practices to enable login only after acknowledgment of updated terms of service.

Product Manager

OTR Solutions, Roswell, GA | April 2018 – January 2023

- Managed the backlog for up to four teams of three engineers and one QA, ensuring alignment on product goals. Led high-impact cross-functional projects, fostering accountability, improving workflows, and consistently delivering quality results.
- Optimized deployment processes, increasing cadence from seven releases per quarter to seven per month as Release Manager, enhancing agility, operational predictability, and system reliability.
- Orchestrated the design and development of the Vendor Payable Board, which streamlined payment workflows, reduced management time by 90%+ at launch, and improved client retention and satisfaction.
- Implemented the end-to-end development of an Auto-Invoice feature, addressing a key pain point through ideation and design. Later spearheaded its modernization to a microservice architecture with user-centric enhancements.