Alan **Laidlaw**
UX Product Manager

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Summary

Product manager with technical and UX background committed to making accurate, efficient and beautiful products through collaboration with stakeholders and empathy for users.

Experience

Director of Digital Strategy, iostudio
Nashville, TN — 2014 - Current
- Prototyped applications in Salesforce Lightning, jeykll and Keynote.
- Managed multiple enterprise-level projects from ideation through deployment.
- Led a team of designers as creative director.
- Collaborated with stakeholders to ideate product strategies and negotiate trade-offs under volatile conditions.
- Tech: Node, React, Scss, Gulp, Git, Sketch, Keynote, Invision, Jira

UX Architect / Senior Front-End Developer, iostudio
Nashville, TN — 2013 - 2014
- Leveraged 10 years experience as designer and developer to unite design and development departments.
- Led developers and worked with agile teams to prototype and develop web apps
- Kept up with latest trends and methods including javascript MVCs, BEM, SMACSS, and dev tools.
- Tech: Symfony, Twig, Angular, Wordpress, Drupal, Gulp

Senior Developer South Central Digital
Nashville, TN — 2011-2013
Full-stack developer for national e-commerce web apps.

Front-End Developer, Sony Music Nashville
Nashville, TN — 2010 - 2011
Managed Sony's Music Nashville's primary D2C and D2B websites and digital campaigns.

Clients

UPS, Army National Guard, US Chamber of Commerce, Sony Music, State of Tennessee, Second Harvest, US Fish and Wildlife, Remedify, TenXer,

Skills & Tools

Research, Site Maps, User Story Maps, Wireframes, Visual Design, Interaction Design, Information Architecture, Prototyping, Requirements Gathering, Sketch/Keynote, Git/Jira/Confluence, Agile/Kanban

Education

Middle Tennessee State University
Murfreesboro, TN
B.A., School of Journalism

2005 — 2010
Major GPA 3.5
Focus in Media Design
Minors in Linguistics and Philosophy