



# Alan Laidlaw

UX Product Manager

1520 Horton Ave Apt 127  
Nashville, TN 37212  
[alanlaidlaw@gmail.com](mailto:alanlaidlaw@gmail.com)  
615 306-5873

**Objective** To work with talented people that are fully-engaged with bringing a design solution, more than a product, into the world.

**Experience**

**Director of Digital Strategy**, iostudio  
**Nashville, TN 2014 - Current**  
Managed multiple enterprise-level projects from ideation through deployment.

- Built prototype applications in Salesforce Lightning, Angular and Keynote.
- Lead a team of designers as interactive creative director.
- Worked with developers to assemble project-agnostic web components.
- Worked with stakeholders to negotiate trade-offs under volatile conditions.

**UX Architect/ Senior Front-End Developer**, iostudio  
Nashville, TN 2013 - 2014  
Led developers and worked with agile teams to prototype and develop web apps using Symfony and Javascript MVCs.

- Leveraged 10 years experience as designer and developer to unite design and development departments.
- Kept up with latest trends and methods including javascript MVCs, BEM, SMACSS, and dev tools.

**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, HTML/SASS/JS, Twig/Symfony, Gulp/Webpack/Node, React/Angular, Sketch/Keynote, Git/Jira/Confluence, Agile/Kanban

<b>Education</b>	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
------------------	---	---