



Alan Laidlaw

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I love building products and systems that tackle complex problems.

- 10 years experience developing software and designing systems.
- Specializes in UX/UI, strategy and product for enterprise applications.
- Gravitates toward the bottlenecks in the system, then reduces them.
- Leads teams that value empathy, experimentation, and collaboration.
- Passionate about interactive machine learning and emerging technologies

VP of Product, Ecos

2016 - Current

- Launched an enterprise SAAS application in four months.
- Defined the vision, roadmap and goals while highlighting constraints and opportunities.
- Worked closely with distributed engineers in a highly-iterative lean workflow.
- Authored interfaces, flows, maps, use cases and specs.
- Conducted UX research and usability tests throughout product lifecycle.
- Learned React and Elixir to validate features and tie-up loose ends in the interface.

Director of Product, iostudio

2014 - 2015

- Managed multiple enterprise-level projects from ideation through deployment.
- Led a team of designers as creative director and product manager.
- Built modular prototypes in Ruby, Javascript, Sass, and HTML
- Clearly articulated design decisions and technical architecture to a vast set of internal stakeholders.
- Taught team to value user needs, content strategy, and minimal UI expertly-timed.

UX Architect / Senior Front End Developer, iostudio

2013 - 2014

- Resolved conflicts and managed expectations among teams, clients, and company needs.
- Built javascript enterprise applications for federal agencies.
- Led teams to work cross-functionally in a fast-paced agile environment.
- Led the ideation, technical development, and launch of innovative internal enterprise software products.

Senior Developer, South Central Digital

2011 - 2013

- Lead the ideation, technical development, and launch of e-commerce php solutions.

Front-End Developer, Sony Music Nashville

2010 - 2011

- Built Sony's Music Nashville's primary D2C and D2B websites and digital campaigns.