**Requirement Elicitation**

I have experience developing user stories and acceptance criteria as part of feature definition. I have worked to understand a business problem entirely and create the requirements around it for many of Horizn’s clients.

**Product Management**

I know how to collaborate with the Development Team, Design Team and the client to create a product based on their business need. I gained this experience working at Horizn and Deloitte.

**Product Backlog**

I have divided a product into deliverables and prioritized them according to dependencies and need. I used the Agile/Scrum methodology to create tickets for Horizn products.

**User Testing**

For the purpose of user research, I have conducted interviews for a pilot product to understand their target persona. I have also done usability testing to gage user interest and reactions. I worked with a client called Miavina to validate their target persona at Rokk3r Labs, and for a school design project.

**Business Validation**

I have worked with entrepreneurs to improve and validate their business ideas. Ensuring an idea was exponential, or it had the potential to be exponential, was a large part of validating the idea. This is shown through my work with many clients at Rokk3r Labs.

**Market Research**

I have conducted market research to understand the opportunity and competitors. This includes doing a Market Analysis, Competitor Analysis, and evaluating the main issues current competitors are having. This is shown through my work with many clients at Rokk3r Labs, including AbodeListing and Ridekick.

**User Experience Design**

I have designed user experiences including the flow and interface of products. When I create user experiences, I design a few and then decide on the best solution. This is shown in my work to design the Deloitte iBeacon solution (a mobile app) and AbodeListing (a web platform).

**Web Design**

I specifically created user flows, wireframes and mockups for a website using Sketch. This is shown in my work with AbodeListing.

**Logo & Branding**

I have experience designing the logo and branding for businesses, including AbodeListing and Ridekick.