

Casie Mattrisch

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a passionate **PRODUCT PROFESSIONAL** curiously exploring user behaviors & needs, who is looking for a fast-paced, challenging, & fun organization to develop & grow with

Experience

Technical Product Manager

Communication Service for the Deaf, Austin/Remote

May 2017 - Present

Lead the strategy and direction for web and iOS product roadmaps through collaborative relationships with stakeholders and cross functional teams in a remote environment

Confirm and write feature requirements and user stories with software engineers' guidance and collaboration, lead design reviews, testing that solutions meet user needs for sustainable product usage, and track and monitor development progress through final feature release

Initiate a more systematic, investigative approach to product analysis using several methodologies uniquely catered towards the organization's products to drive the product culture away from a reliance on guesswork, opinions, and assumptions and towards data-centric decisions

Validate user needs through adaptive, mixed methods research, such as user surveys, contextual interviews, and direct user feedback, with study plan creation, user recruitment and coordination, and study execution and evaluations

Present research insights and evaluation results to product stakeholders to collaborate and select user focused priorities and product direction

Establish key metrics for product data reports and Google Analytics analysis to track product performance and goals

Perform self-guided studies centered around flexible product research techniques and evaluations, product roadmaps, and UX best practices to adapt personal processes to the needs of users and the organization

UX/UI Designer

Communication Service for the Deaf, Austin/Remote

October 2015 - April 2017

Architected and designed a consistent layout and visual style for the Vineya web and iOS applications from concept to release, advocating for 5 distinct user experiences and directing effective product utility and navigation in an agile development process

Sketched, wireframed, and prototyped low and high-fidelity product iterations for complex user workflows to finalize thoughtful, end user solutions, which directed software development implementation and contributed to materials for marketing and sales efforts

Completed user interviews and studied direct user feedback to evaluate user problems and direct design decisions towards beneficial, empathetic solutions

Identified usability and user goals, expanded upon high level requirements, designed concepts and solutions, and evaluated results to improve the existing experience and expand product offerings while exceeding design deadlines

Collaborated with Front End Developers and Quality Assurance team members to perform design quality assurance and confirm design goals and consistency in the user interface were fulfilled

Completed self-guided studies of current and progressing UX and UI design trends and practices to evolve and grow personal design processes and principles

Experience Continued

Designer

Contract, Austin

August 2015 - January 2016

Researched user behaviors through user testing and analysis, and iterated and designed improved solutions to target a focused client base for increased business of a local physician's existing website

Inside Sales Manager

SHI, Austin

January 2014 - May 2015

Motivated, developed, and coached a team of 15 sales professionals, exceeding company goals by leading a core focus on fostering exceptional and meaningful client relationships from thorough client needs analysis to uncover common and unique client challenges

Secured 118% of team goal as a first-year manager, the highest attainment of all Corp Field ISMs in 2014

Account Manager / Team Lead

SHI, Austin

April 2012 - December 2013

Uncovered distinct and custom IT solutions for individual client needs while delivering a consistent, reliable, and delightful level of service and surpassing quarterly sales goals

Assisted management through coaching and mentoring, influencing accountability of team members with company sales initiatives, and nurturing a positive environment as Team Lead for the Canadian sales team

Volunteer English Teacher

WorldTeach, Costa Rica

January 2011 - December 2011

Developed and taught year-long, multi-level English curriculum at a rural, public elementary school for students traditionally excluded from Costa Rican English education to help progress the country's goal of a bilingual nation

Project Manager

Westlake Plastic Surgery, Austin

September 2009 - December 2010

Interpreted business challenges through process research and observation, designed solutions, and implemented new procedures to increase efficiency of staff and the overall flow of business in the office

Managed and prioritized multiple projects simultaneously, such as website redesign and maintenance, social media presence, marketing, advertising, patient research, and data tracking

Education

UI Design

The Iron Yard, Austin

Summer 2015

Studied the foundation of user interface design including discovery and ideation, user research, cohesive design languages, Photoshop, Illustrator, and interface development using HTML, CSS, Sass, and introductory JavaScript and jQuery

Management

University of Texas, Austin

August 2006 - May 2009

Bachelors of Business Administration

Major GPA: 4.0 / Overall GPA: 3.84

University Honors 4 Semesters

Skills

Research, User Interviews, Usability Testing, Data Analysis, Information Architecture, User Stories & Flows, Sketching, Wireframing, Prototyping, SaaS, Responsive, & iOS Design

Tools

Pen & Paper, Post Its, Whiteboard, Microsoft Office, UserTesting, SurveyMonkey, Zoom, Google Analytics, Sketch, Photoshop, Illustrator, InVision, HTML, CSS, Jira, Confluence, Github