

## EDUCATION

### M.S. Human Computer Interaction

Iowa State University, 2011, 4.0 GPA

### Master of Architecture

University of Idaho, 2003

## CERTIFICATIONS

### Project Management Professional (PMP)

Feb 2011 - Present

### Certified Scrum Product Owner (CSPO)

Feb 2018 - Present

## EXPERIENCE

### Head of Product

Mar 2015 - May 2018

MetaGeek LLC

Boise, Idaho

*Reference: Ashok Gelal, Lead Software Engineer, 208.392.2735*

Defined the product vision. Created Lean business plans and product roadmaps based on customer feedback, market research, competitive analysis, and usability studies.

Recruited, trained, and led cross-functional teams of marketers, engineers, and designers to identify unmet customer needs and develop monetized solutions to address them.

Designed and packaged the company's first Data-as-a-Service offering to help companies track technical adoption of Wi-Fi diagnostics software and related impacts on service calls.

### User Experience Architect

Aug 2013 - Mar 2015

Bodybuilding.com

Boise, Idaho

*Reference: Preston Lewis, Director of Product, 208.631.9910*

Lead experience architect and project coordinator for the sitewide redesign of Bodybuilding.com's site wrapper. I worked closely with teams throughout the company to gather requirements and serve as their voice to the product design team.

Led user research and experience design efforts for BodySpace, an online fitness community with 2 million active members.

Managed a cross-functional executive team tasked with developing strategies to increase market reach.

### User Experience Architect

Feb 2012 - May 2013

Sawtooth Ideas

Boise, Idaho

*Reference: Russ Whitney, Founder/President, 208.954.8571*

Owned UX design and usability for a Lean startup focused on creative solutions for furniture designers.

Designed and executed research studies to inform development of the product roadmap.

Designed and developed innovative software for iOS, Mac, and Windows as part of an agile Scrum team.

### Architect & Project Manager

Aug 2002 - Feb 2012

CSHQA Inc.

Boise, Idaho

*Reference: Martin Hahle, Principal Architect, 208.343.4635*

Led cross-functional teams to deliver award-winning projects within tight project constraints.

Worked with clients and other stakeholders to establish requirements for complex building projects.

Created detailed specifications and conducted QA to insure successful execution of requirements.