

## 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 vision for the product portfolio. 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.