To   August 29, 2022

Wells Fargo Hiring Manager

I am writing to share my interest in your Product Management opportunity. My career experience, skills, and training are a great match for the needs you have outlined.

Lead Team in crafting the backlog and roadmap
Today, I am an agile coach as well as the Product Owner for Optum Tech University. I engage with internal marketing and UX partners as well as a spectrum of service leaders to lead backlog discovery sessions, as well as spend time with teams refining their backlogs to align with the strategic roadmap I maintain.

Focus delivering on business goals
As a product owner and enterprise agile coach, I spend a lot of time clarifying goals and ensuring that initiatives connect with empirical views of analytic metrics. This helps the team understand how to move past technical delivery of outputs and target the achievement of outcomes.

Audience-centrism
As creative individual certified in User Experience Design, I fully embrace the need to understand business, user, and customer needs. Whether implementing UX research and design as part of an agile team, or working with an agency-approach to design, I have been personally trained in proto-persona creation, market persona creation, as well as agile story mapping and customer journey map creation. I would love to share examples.

My 20+ year career goes deep and wide with personal interest in design, development, interaction design, multimedia/mixed-media, photography, videograpy, and art and creative brief outcome critique techniques. I would love to speak with you about this or other similar opportunities in your digital product portfolio.

Sincerely,

Stephen McDonald

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UWO OSHKOSH Bachelor of Business Admin-MIS

PMI	Certified Associate in Project Management
W	Certificate in User Experience Design
coursera	Certificate in Digital Marketing
PSM I	Professional Scrum Master
PSPO I	Professional Scrum Product Owner
PSU I	Professional Scrum with User Experience