



Eric Beltran
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CONNECT

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SKILLS

User Interface User Experience
User Centered Design Typography
Marketing Testing Mobile Design
Front-End Development Analytics
Wireframing Storytelling Agile
Sketch Github Invision JIRA
Adobe Creative Suite Trello Slack

EDUCATION

ATTENDED 2016
General Assembly
Product Management Bootcamp

ATTENDED 2015
Product Manager HQ
Online Product Manager Course

GRADUATED 2014
Minot State University
M.S. Information Systems

GRADUATED 2007
University of Oregon
B.A. Multimedia Design

GRADUATED 2007
University of Oregon
B.A. International Studies

BACKGROUND

EXPERIENCE

K12 Insight - Herndon, VA

MAY 2013 - PRESENT

Product Manager

- Increased daily active users by 200% through launch of weekly usage digest emails
- Introduced and implemented new specification template for all new features - improved teams conceptual understanding of the solution and reinforced buy-in at all levels
- Managed eight major releases over a two year period
- Decreased design timeline by 25% through implementation of web style guide
- Increased new user understanding by 50% through launch of automated onboarding feature
- Introduced new metric measurements and monitoring for leadership team to help drive stronger culture of data-driven decision-making

Mobile Product Manager

- Conceptualized and launched new app targeted towards parents and students
- Designed the initial mockups and UI, which cut design timeline by 50%
- Saw over 5,000 downloads within twelve month period
- Conducted and led number of in-person and virtual user research interviews to gather data points of usage
- Worked with UX and Design to craft new experiences where current users were experiencing friction
- Led redesign of app complete with full UI lift and user-centered design approach (launch anticipated Q1 2017)

Product Manager

- Conceptualized and launched the first version of the Learning Center
- Developed content authoring workflow to control the quality of content and the tone
- Migrated 100+ articles and videos from existing knowledge base to Learning Center

K12 - Herndon, VA

MARCH 2010 - APRIL 2013

Project Manager

- Credited with great leadership during all phases of e-learning courseware development
- Thorough attention to detail and strong technical background allowed me to consistently deliver projects to required scope, quality, timescale, and budget in a demanding and fast-paced work environment
- Successfully led remote team of support technicians to deliver solutions to large volume of support related issues across key lines of business
- Worked directly with key clients to resolve issues, alleviate concerns, and nurtured relationships back to health, avoiding possible non-renewals
- Routinely demonstrated a strong ability to operate comfortably against short deadlines, maintained sense of urgency during crunch times, and sustained professionalism within demanding and stressful situations

KC Distance Learning - Portland, OR

MARCH 2007 - MARCH 2010

Senior Developer

- Initiated construction of an internal standards repository for web development team, which housed a knowledge center consisting of best practices and standards
- Knowledge center adoption eventually decreased instances of non-compliant development issues resulting in increased value and marketability of products.
- Designed, developed, and delivered SCORM friendly online training course for internal training program. Efforts included preparing course materials, developing assessments, and managing participant data

Developer

- Integral team member of Curriculum Delivery team, responsible for development of over 200 SCORM friendly K-12 online and hybrid courses
- Owled variety of projects and learned to operate in fast paced environment without sacrificing attention to detail