

# Zack Michels

**Business Analyst** | Prototyping, developing, and managing solutions for web applications

heyzackmichels@gmail.com | 302.423.6500 | zackmichels.com | Alexandria, Virginia

## Knowland | 2011 - Present

### Responsibilities

#### UI/UX Designer | 2011 - Present

- Builds designs (lo-fidelity to hi-fidelity) and end-to-end workflows for internal and client-facing experiences
- Rapidly iterates and adjusts features based on customer feedback, application usage metrics, and stakeholder input
- Enhances application experience by modernizing features based on web and mobile best practices
- Collaborates with software developers by engineering initial layout and design for new features and polishing final output

#### Business Analyst | 2017 - Present

- Streamlines agile process by serving as a liaison between product and tech teams to determine innovative solutions that consider technical limitations and product needs
- Traces through application codebase to identify and update bugs and enhancement points
- Acquires extensive knowledge of business logic and processes to support engineering and product teams
- Generates reports and datasets for industry trends, client usage, feature adoption, and targeted data cleanup using SQL and Mixpanel

#### Product Manager | 2013 - 2017

- Supports internal and client-facing applications by working closely with helpdesk, client services, and sales
- Creates stories and bugs while maintaining backlog in accordance to stakeholder priorities and issue severity
- Writes comprehensive acceptance criteria and test case steps for QA
- Facilitates scrum initiatives including standups, grooming sessions, sprint planning, and retrospectives
- Managed six remote development team contractors by defining tasks, performing testing, and approving output before release | 2011 - 2015

## Education

### Virginia Polytechnic and State University

B.S. Industrial Design | 2010

## Skills

### Proficient:

Javascript  
Highcharts  
Photoshop  
GIT

### Experienced:

SQL  
HTML5  
CSS3  
SCSS  
AngularJS