

# Zack Michels

Prototyping, developing, and managing solutions for web applications.

heyzackmichels@gmail.com | 302.423.6500 | zackmichels.com | Annapolis, MD

## Director, Insights & Reporting

2022 - Present | **Tempest**

- Works directly with Data Architect and VP of Platforms to create and manage all reporting insights and visual dashboards within the CRM Platform.
- Defines design and experience best practices for all data visualizations and reports.
- Maintains request queue from clients and internal stakeholders for report creation and enhancements as well as professional service and internal data manipulation.
- Catalogs current usage and scope of existing system, standard, and custom offerings for more effective update strategies and targeted technical debt elimination.

## Product Manager

2013 - 2021 | **Knowland**

- Supports internal and client-facing applications by working closely with helpdesk, client services, and sales.
- Creates stories and bugs while maintaining backlog in accordance with 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.
- Utilizes data driven decisions for task prioritization and impactful end user experiences.
- Managed six remote development team contractors by defining tasks, performing testing, and approving output before release | 2011 - 2015.

## Business Analyst

2017 - 2021 | **Knowland**

- 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 the 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.

## UI/UX Designer

2011 - 2017 | **Knowland**

- 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.

## Bachelor of Science, Industrial Design

2010 | **Virginia Polytechnic and State University**