Heidi Slojewski

PRODUCT MANAGEMENT & WEB DEVELOPMENT

Experienced Product Manager for tools including CMS, databases, and DAMs. Background in frontend engineering, product support, and database design. Interested in informed and thoughtful interaction design.

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EDUCATION

Software Engineering
Hackbright Academy, CODE: Rosie Program

M.S. **Human-Computer Interaction (HCI)**
DePaul University

B.S. **Management Information Systems**
Loyola Marymount University

DEVELOPMENT TECHNOLOGIES
Most Experience: JavaScript, React, Backbone, jQuery, Sass, Mustache, Ruby, Node, HTML, CSS, PHP, Bootstrap, Git, GitHub
Some Experience: Python, Angular, Ruby on Rails, Java, GitLab, Webpack, Flask, Postman, PostgresQL, D3, Arduino, Protractor, Enzyme, Karma, Istanbul, Chai, Mocha, Jasmine

UX METHODS
Interaction Design, Information Architecture, Prototyping, Site Maps, Storyboarding, Task Analysis, Usability, User Testing, Process Flows, Wireframes, Card Sort, Affinity Diagramming, Personas

ADDITIONAL TOOLS & SKILLS
Photoshop, Illustrator, Axure, Keynote, Excel/Spreadsheets, iMovie/Video Editing, JIRA, Confluence, Agile, JAWS, VoiceOver, Invision, Gliffy, Zeplin, OmniGraffle, AirTable, Balsamiq, Proto.io, Figma, Sketch, WordPress, Squarespace, Technical Documentation, Product Training and Demonstration

EXPERIENCE

Sr. Product Manager | June 2022 - Present
Disney Entertainment and ESPN Technology

- Platform product management for proprietary content management system (CMS), metadata repository, digital asset manager, and additional tools that power ~150 global websites and apps across The Walt Disney Company brands.
- Gap analysis and feature recommendation/consultation when evaluating project requirements. Focus on tool UX improvement.
- Product Operations: Onboard new customers/projects, train users, record tool documentation, and provide ongoing tool support; Coordinate with tech and production teams in order to launch new/migrated sites to our platform, incorporating page production strategy and communicating with multiple teams to include domain creation/configuration, redirect implementation, and content reviews for privacy/legal, QA, SEO, and accessibility; Communicate new product features through weekly product release notes, monthly newsletters, and quarterly product reviews; General customer support for platform site users across multiple regions (US, EMEA, Asia, Australia/New Zealand, Latin America) and brands (Disney, Star Wars, 20th Century Studios, Marvel, Avatar, National Geographic, El Capitan Theatre).

Software Engineer | March 2019 - June 2022
Disney Media and Entertainment Distribution

- Web develop features across domestic and international consumer-facing sites, including Disney, Star Wars, National Geographic Films, 20th Century Studios, and Avatar franchises.
- Collaborate and consult with designers, product managers, stakeholders, and end users to understand their workflows and how to best design and implement new site features and CMS configurations used to control web interfaces. Projects include concerns for accessibility, SEO, web vitals, localization, privacy.
- Projects include: Replacing our analytics system and video player configuration across over 1300 site portals for CCPA compliance; Style theming optimization, reducing CSS page weight up to 72% across our suite of portals; Image optimization to reduce initial page load speeds and total page load.

Associate Software Engineer | January 2017 - March 2019
Disney Direct-to-Consumer and International

- Build the user interfaces for web publishing tools as well as relational and graph databases used by end users internal to the Walt Disney Company and its clients, including Walt Disney Studios, Disney Channel, Star Wars, and Marvel.
- Contribute to UI component library for tools, updating existing components and creating new ones based on product design needs and patterns to be used across systems.
- Design frontend tool features through diagramming site maps and task flows as well as mocking up static/interactive wireframes, rapid prototyping, and code.
- Research tool design needs by understanding user tasks, working with the end users themselves to best understand their workflows.
- Graph Database Tool Projects: Created several user interface tools to reduce the need for end users to rely on software developers to browse, search, view, create, and update database records in a human-readable form. These tools were used for a Graph database that modeled its data using RDF format, including: Search and Browsing Tools, Ontology Builder, Template Editor, User Permissions.

Software Engineer Apprentice | April 2016 - January 2017
Disney Consumer Products and Interactive Media

- Software development for internally built publishing tools, including a content management system (CMS) and metadata repository/database used to produce websites for the global Disney.com, Lucasfilm, Marvel, and other clients.
- Improved the user interfaces and built new product features that make backend tools more customizable to clients.
- Reorganized backend models pertaining to improve the abilities provided to users to utilize specific system tools and features.
- CMS Permissions Project: Collaborated with our product management and support to develop new model for categorizing common roles and permissions with associated business units to better distribute permission levels across tool features.