


# 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.

 323.540.3891

 heidi.slojewski@gmail.com

 linkedin.com/in/heidislojewski

 hslojewski.github.io/portfolio

## EDUCATION

### Software Engineering

Hackbright Academy, CODE: Rosie Program

### M.S. Human-Computer Interaction

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

**Other 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

- Lead platform development for proprietary tools, including a content management system (CMS), metadata repository, and digital asset manager, powering ~150 global websites and apps across The Walt Disney Company brands.
- Conduct technical gap analysis and provide feature recommendations to improve CMS functionality and user experience, focusing on user workflow enhancements, tool scalability, and developer usability. Support data migrations and user interfaces for web producers to more easily build daily content needed across sites.
- Oversee product operations, including onboarding new sites, training users, and creating technical documentation. Collaborate with engineering and production teams to launch new or migrated websites, handling domain configuration, redirects, and ensuring compliance with privacy, QA, SEO, and accessibility standards.
- Deliver technical updates and platform enhancements through release notes, newsletters, and quarterly reviews. Provide multi-regional customer support, assisting users from diverse brands, including Disney, Star Wars, Marvel, 20th Century Studios, Avatar, and National Geographic.

### Software Engineer | March 2019 - June 2022

Disney Media and Entertainment Distribution

- Developed and implemented web features for domestic and international consumer-facing sites, supporting brands like Disney, Star Wars, and National Geographic.
- Partnered with designers, product managers, and stakeholders to design and implement new site features and CMS configurations. Focused on accessibility, SEO, web vitals, localization, and privacy compliance.
- Key projects included:
  - Migrating analytics, privacy, and video player functionality across 1300+ site pages to ensure CCPA compliance.
  - Optimizing CSS theming, reducing page weight by up to 72% across all sites.
  - Enhancing image optimization to improve initial and total page load times.

### Associate Software Engineer | January 2017 - March 2019

Disney Direct-to-Consumer and International

- Built 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.
- Contributed 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.
- Designed frontend tool features through diagramming site maps and task flows as well as mocking up static/interactive wireframes, rapid prototyping, and code.
- Researched 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.