

Henry Keyser

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PROFESSIONAL EXPERIENCE

NORTHWESTERN U. - FARLEY CENTER FOR ENTREPRENEURSHIP Evanston, IL
Teaching Assistant - NUvention Web + Media Present

- Guiding students in and outside of class on conducting user interviews, persona development, solutions architecture, UX design, prototyping and usability testing, product road-mapping, market research and presentation skills.

PRYDEVR Chicago, IL
CEO, Co-founder 2017 - 2018

- Manage sprints, client & investor communications, marketing, and product roadmap.
- UX researcher and solutions architect in a pre-best practices industry.

OUTSELL INC. Burlingame, CA
Product Intern 2016

- Post-mortemed a failed product launch. Researched and documented failings. Presented a validated solution for new product development process to CEO, SVP of operations, and Director of Product.

LAZ PARKING - CHICAGO METERS OPERATION Chicago, IL
Operational Data Manager / Product Manager 2011 - 2016

- Managed 5 direct reports, agile sprints and cross-departmental staffing for projects.
- Hired and oversaw data analytics, and product development team. Analytics included 12 weekly reports, 4 daily reports. Launched and maintained 17 internal products.

VARIOUS STATIONS AND THEATERS Orlando, Atlanta, London, Chicago
TV Producer / Multimedia Theatre Director & Playwright 2004 - 2013

- Managed stakeholders, creative and technical crews, resources, & direct reports.
- Produced 9 TV series. Produced, directed or otherwise led on 20+ theater plays.
- Wrote 100+ plays, most of which used immersion, multimedia and docudrama.

EDUCATION

MEDILL- NORTHWESTERN UNIVERSITY Evanston, IL
MSc. Journalism - Media Innovation & Entrepreneurship June 2016 - June 2017

- **Course focuses:** Entrepreneur Product Management, VR Photogrammetry, Audience Insight, Design Thinking & User Research, Mobile Web Development, Business of Startups, Interactive Journalism, Multimedia Storytelling, TV Producing.

FLORIDA STATE UNIVERSITY Tallahassee, FL
B.A. Theatre - Multimedia Playwriting Aug 2006 - May 2010

AWARDS

2017 G.D. CRAIN JR. FOUNDATION ENTREPRENEURSHIP AND MANAGEMENT AWARD

- For exceptional business savvy, strategic resource management and initiative.

2017 MEDILL MSJ LEADERSHIP AWARD

OBJECTIVE

Managing interdisciplinary teams to design, measure and iterate products that users love.

I prefer helping journalism companies strategically adopt new technology to improve their flow, reach and impact.

SKILLS

- Team management
- Collaborative solution finding
- Media prod. mgmt and strategy
- Writing and wordsmithing
- Visual design and composition
- Immersive UX and storytelling
- Iterative scoping and testing
- Data analysis and visualization
- Qualitative user research

TOOLS

Design

Photoshop, Premiere, Illustrator, After-effects, InDesign, Audition,

Balsamiq, Sketch,

Google Tiltbrush, Blocks

Management

Trello, Jira, Github, Atom, Hubspot, BMC canvases

Data

Microsoft Excel master, Google Sheets & Analytics, Parse.ly, IBM Cognos

Development

HTML, CSS, JavaScript, Bootstrap, JQuery, PHP,

VBA, KML, Unity, Reality Capture

SOCIAL

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