

IAN JOHNSTON

Product Owner

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SUMMARY

- Product owner of the strategic roadmap for Metlife's website redesign and managed the enhancement backlog for 75 websites and microsites
- Partnered with sales at Cargomatic, winning Request for Proposal (RFP) bids and expanding client portfolio by 20%
- Streamlined processes and created operational optimization at Meta, reducing project tracking complexity

PROFESSIONAL EXPERIENCE

FREELANCE

Web Designer

Remote

JANUARY 2021-Present

- Proficient in building websites using WordPress and other no-code tools like Webflow and Framer, ensuring seamless user experiences and responsive designs
- Leads end-to-end development projects, including defining brand requirements, creating logos, selecting colors, and designing UI/UX elements in Figma for projects such as an affiliate marketing blog called Level Up Productivity
- Independently manage product roadmaps and feature backlogs to align with personal project goals and objectives

CARGOMATIC

Project Manager

Remote

FEBRUARY 2022-February 2023

- Collaborated closely with Sales to understand client challenges and business needs required to develop new sales collateral
- Contributed to strategies with sales to win RFP bids, leading to a 20% increase in their client portfolio
- Provided input on product strategy to develop sales enablement materials, supporting company vision and increasing sales by 25%

META

Operations Project Manager

New York, NY

AUGUST 2019-December 2020

- Implemented strategic enhancements to operational processes and infrastructure for Meta's Global Business Marketing team, resulting in a 25% increase in marketing and sales efficiency
- Defined the business requirements for an internal project management tool that reduced the number of ways marketers tracked their projects by consolidating 4 different trackers into a single tool
- Led a quarterly review presented to marketing leadership on the overall health of content and provided suggestions on how to improve efficiency in the future

METLIFE

Product Owner

New York, NY

OCTOBER 2014-July 2018

- Owned the cross-functional team's strategic roadmap for a full website redesign and content refresh by shepherding new product features from concept to launch
- Integral part of an Agile team that developed a back-end user experience within Adobe Experience Manager (AEM), empowering over 100 users to create website content and digital assets
- Created user stories and managed the backlog in JIRA for redesigning Metlife's 75 websites and microsites

SKILLS

Product Management, Agile/Scrum, User Requirements, Roadmaps, Prioritization, Documentation, Business Analysis, Problem Solving, Backlog grooming, Wireframing, Mockups, Quality Assurance (QA), User Acceptance Testing (UAT), HTML, CSS, JavaScript (JS), Content Management Systems (WordPress, Adobe Experience Manager (AEM)), Google Analytics, SQL, Salesforce, Figma, JIRA, Webflow, Framer

EDUCATION

CUNY QUEENS COLLEGE

Bachelors of Art – Media Studies

Flushing, NY

2010