Ilen Zazueta-Hall

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Product + UX leader bringing together design, engineering and business teams to build smarter, more connected solutions.

PRODUCT EXPERIENCE

Bidgely, Mountain View, CA
VP, Product

SEP 2018 - PRESENT

Re-building product management and UX team organized around applications and users served. Hands-on product management of B2B2C solution including customer journey mapping and user testing.

Exponential Machines, Berkeley, CA
Director, Product

MAY 2017 - SEP 2018

Defined roadmap for machine learning platform through iterative prototyping and solutions development for Global 500 clients. Scaled process for client engagement from pre-sales discovery to project execution.

Enphase Energy, Petaluma, CA
Sr. Director, Product Management

APR 2013 - MAY 2017

Led product management, product marketing and UX teams for residential systems and energy management. Developed 3-year product transformation strategy for evolution of product-based approach into an integrated home energy platform.

Principal Product Manager
SEP 2010 - FEB 2012

Built Agile product owner team including UX and interaction design. Introduced mobile-first design practice for cloud software. Mentored new product managers.

Sr. Product Manager, Software
SEP 2010 - FEB 2012
Product Owner for embedded and cloud software teams. Designed and launched mobile app for onboarding and system commissioning.

Salesforce, San Francisco
Sr. Product Manager

AUG 2009 - AUG 2010

Spearheaded identification and implementation of key technologies for customer acquisition. Leader for marketing organization transition to agile methods, coordinating an "all-in" effort across 9 marketing teams.

SKILLS

Building Teams

Roadmap & Portfolio Planning

Product Design & Development

User Experience Design

Product Marketing

Applied AI/Machine Learning

IoT/Connected Devices

TOOLS & METHODS

User Centered Design, Design Thinking, Journey Mapping, A/B testing, Prototyping, Balsamiq, Axure, Sketch, Marvel, Invision, Figma, Google Analytics, Mixpanel, Looker, Lean, Scrum, Kanban, Jira, Confluence

PATENTS

Grant: Method and apparatus for smart climate control
US 8620476 B2

Application: Method and apparatus for energy data visualization
US 20140210845 A1

Application: Method and apparatus for distributed generator lifecycle management
US 20110106654 A1

PRODUCT EXPERIENCE (CONT.)

Working Point, San Francisco, CA
Sr. Product Manager

DEC 2007 - AUG 2009

Established new business model, architecture and relaunched multi-tenant SaaS bookkeeping system for small businesses under new brand.

MarketLive, Petaluma, CA
Product Manager

FEB 2005 - DEC 2007

Managed full product life cycle for e-commerce platform. Piloted user-centered design and agile development methodologies. Team delivered 200% of anticipated functionality in first 6 months.

OTHER EXPERIENCE

LeapFrog Enterprises, Emeryville, CA
Sr. Manager Developer Studio Programs

Snowball.com, San Francisco, CA
Development Manager

IGN Entertainment, Brisbane, CA.
Software Engineer

EDUCATION
BA, Humanities — New College of Florida, Sarasota FL

LANGUAGES

Spanish, conversational