

IRMA MESA

Product Manager

Info

Website

justirma.com

Location

Indianapolis, IN

Email

irmaamesa@gmail.com

Education

Project Brilliant

Certified Scrum Product Owner (CSPO), 2018

Grow with Google

Front-End Developer
Scholarship Recipient, 2018

Udacity

Product Design Degree,
2018

Florida International University

BS in Psychology, 2015

Social

linkedin.com/in/irmamesa

github.com/justirma

twitter.com/_justirma

youtube.com/c/JustIrma

Work Experience

Open Up Resources - Product Manager (Aug. 2018 - present)

- Planned and led launch for a digital curriculum website released to K-5 beta participants for feedback within 2 months after my start date.
- Implemented Google Analytics on our curriculum site to gain insights on traffic and user activity to iterate and improve the user experience.
- Worked with CPO to set up weekly sprint planning and grooming to ensure our highest prioritized items were in queue for the development team.

Paper Street Media - Product Manager (May. 2017 - Aug. 2018)

- Launched 3 major sites in 3 months resulting in **3,000** new members.
- Led build of an autoplay video feature which increased watch time by **2x**.
- Improved design feedback process by adding weekly wire framing, prototyping and UX/UI design walk through sessions.
- Led membership checkout UX/UI improvements to reduce join abandonment and increase conversion.

Paper Street Media - Project Manager (Sept. 2017 - Nov 2017)

- Led launch of 3 new web projects in under 2 months for a new acquisition.
- Increased membership sales by 15 per day after re-designing site and copy.
- Built and executed new sprint process to communicate feedback to stakeholders and development.

Paper Street Media - QA Lead (May 2016 - Dec. 2017)

- Led tracking of production bugs and decreased post launch bugs by 80%
- Integrated new QA tool, RainforestQA for automated functional and regression tests and saved our team 15 hours weekly in testing efforts.

Skills

Proficient HTML, CSS, Bootstrap, Git, Balsamiq, UXPin, JIRA, Confluence, GA

Experienced UX, JavaScript, Test Automation, SDLC, Agile/Scrum, Backlog Refinement, Design Thinking, User Research, A/B Testing, Market Research

Notable Projects

Creator of Elevatd.co - 2018

Online space for blogs, education, motivation and community engagement.

Volunteer, Teaching Assistant - Present

BlackGirls Code, OUT Miami, Girl Develop It Indy, CodeDoesGood.

Chingu Voyage, Front-End Cohort - September 2017

Project Manager for the team, I led team in building a splash page using JavaScript/React - <https://chingu-coders.github.io/Voyage2-Owls-02/>