

Jayme Hewitt

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EXPERIENCE

Mom (April 2018 – Current)

As a Mom of two kids under four, I am able to bond with my kids and nurture the next generation of independent thinkers, while further developing some of the soft skills used in day-to-day product management. Some of these skills include:

- Active listening - Listen, ask questions at the right time, and be open to a new way of thinking. Join people where they are at and continue the conversation from there.
- Time management - Parenting demands efficiency, clear delineation between want/need, and prioritization of action.
- Monitoring - Constant and necessary with kids. Is he crawling toward the stairs? Are we headed on the right path with this product? Should we spend some more time with the users? How are people in the room feeling?
- Complex problem solving - Solutions that work for a three-year old may not work for a nine-month old. Reviewing all information available and coming up with solutions that are a WIN-WIN is a constant goal.
- Critical thinking - An ability to quickly review all available options and redirect a preschooler is often the difference between a full-blown tantrum or creating space for them to make a great, independent, confidence building choice.
- Empathy - Finding understanding when a little one is having big feelings is important. Empathy for users and teammates makes a big difference in your company and product.

Geocaching HQ | Seattle, Washington

Product Manager (April 2016 – April 2018)

As a Product Manager I work closely with a Product Designer, Lead Website Developer, and the Geocaching community to bring helpful and innovative changes to the Geocaching website. Some of my responsibilities include:

- Prioritizing the work to be done based on user needs, business requirements, and development resources available.
- Interviewing users to learn more about the needs and desires of the community that uses the website.
- Listening to internal stakeholders to better understand the specific needs of the team requesting a new feature.
- Story mapping to fully understand what currently exists, why it exists, and the ramifications of making any changes.
- Teaming with a Product Designer to understand the customer journey and open the funnel: from understanding the game (basic user experience) to finding/logging a geocache (target behavior) to premium membership purchase (business needs).
- Helping to establish a company roadmap, based on company OKR's, and proposing solutions to meet those goals.
- Partnering with the Data team to determine baseline metrics for measuring product effectiveness
- Pairing with a Dev Lead, creating stories/bugs and moving them through a delivery team's backlog to completion.
- Gaining a qualitative understanding of user pain points and satisfaction of a new features through iterative releases.

- Helping to QA work before and after a release.
- Creating and communicating a product release strategy with the Community Engagement and Marketing teams.
- Participating in company-wide demonstrations of the delivery team's work.

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User Insights Analyst (June 2014 – April 2016)

As a User Insight Analyst, on the Product team, I developed a user feedback program that helped provide direction for the development of features on the Geocaching website and app. Some of my responsibilities include:

- Engaging with the community in user insight forums to gain a qualitative understanding of how they use our site.
- Gaining insight into usage on current features and satisfaction of newly released features through surveys.
- Creating and facilitating focus groups using Innovation Games. (Germany, Sweden, Czech Republic, Spain, and USA)
- Creating and running a worldwide Play Tester program in order to receive feedback quickly on new features.
- Analyzing and compiling qualitative results into recommendations that represent the voice of the community.
- Passing the knowledge gained onto the Product team, Sr. Management team, and Marketing teams to influence product design, roadmap, and feature decisions.

Geocaching HQ | Seattle, Washington

Community Volunteer Support Coordinator (May 2013 – June 2014)

As a Coordinator on the Community Volunteer Support team I engage daily with a group of ~400 passionate, dedicated geocaching community members who volunteer their time. Some of my responsibilities include:

- Answering questions and dispute resolution between general community members and volunteer geocache reviewers.
- Supporting the volunteer forum moderators as the main geocaching representative in the public forums.
- Re-establishing trust with the geocaching community through daily engagement in the public forums.
- Creating a safer environment for new players to ask questions and engage with the existing community in the forums.
- Assisting in implementation of an auto-responder feature in the Help Center in order to offer clear answers to common, general questions to the community and to reduce the amount of help requests for the Community team.

TRAINING:

- Continuous Product Discovery Habits with Teresa Torres - Mind the Product Con, SF - June, 2017
- Design Sprints with C Todd Lombardo - Mind the Product Con, SF - May, 2016
- Certified Innovation Games® for Customer Understanding - June, 2014

CERTIFICATIONS:

- Certified Collaboration Architect for Innovation Games® with Luke Hohman - June, 2014
- Certified Scrum Product Owner - April, 2016