



Jessica Barnett

Product Manager

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Obsessed with solving tough problems using user interviews, research, data and testing. Fanatical about building engaging consumer products. Happily sits at the center of the design, dev, and business teams to create fantastic applications.

People talk about:

"... Jess is a great **communicator**, clear and poignant!" (21 tips)

"... keeps us **coordinated** and working together. Constantly on the receiving end of juggling priorities..." (11 tips)

"... in 2010 transformed my fuzzy idea for **Foursquare Day** into a real-world global event." (9 tips)

Places Jessica Has Worked



Senior Product Development Strategist Medivo • *Medical Technology Startup* • 2013+

- Drive company's strategic initiatives through long term planning with the executive team.
- Manage prioritization of development work on products across all company projects - nearly a dozen mobile and web applications.
- Mentor product team to write complete user stories, wireframe new features, and conduct user interviews.
- Crafts a backlog that balances new feature development, future plans, and maintenance of existing applications and projects.



Scrum Master + Project Manager Medivo • *Medical Technology Startup* • 2012-2013

- Facilitate agile process for two development teams (of up to 15 developers), including iteration/sprint review, retrospectives, planning meetings, and stand-ups.
- Gather estimates, create project milestones, and ensure deadlines are met.
- Demonstrated excellence in improving velocity, streamlining processes, and increasing transparency into dev progress.
- Product owner of internal application including gathering requirements, developing wireframes, managing development, maintaining backlog of new features, and prioritizing stakeholder feedback based on business value.



Product Manager Dispatch • *Collaboration Startup* • 2012

- Synthesized feedback from focus groups, user interviews, and usability testing sessions.
- Prioritized and escalated feature requests and bug reports as needed.
- Conducted continuous competitive landscape analysis.
- Crafted content strategy for all social media channels and communications platforms (blog, email, etc.).
- Developed brand positioning - including copy and design of brochure site, FAQ, and feature tour.
- Coordinated Startup Disrupt Battlefield launch logistics, timeline, and "swag," and managed the booth during event.



Project Manager Big Sea Design & Development • *Web Design & Social Media Agency* • 2011-2012

- Worked closely with clients from initial contact through project completion to understand and meet their needs.
- Led on discovery, defining scope, information architecture, content strategy, sitemaps, wireframes, and UI/UX.
- Serves as liaison and translator between the client and internal team; between the technical and non-technical.
- Helped ensure client customers were engaging with the brand through frequent social media audits and consulting.

**Cofounder + Product Manager** Kngroo • *TechStars Network Incubated Mobile Application* • 2011-2012

- Due to trademark issues and internal conflict, hired a new design and development team in under a month.
- Drove rapid UX design on a new platform (iOS) and development of minimum viable product.
- Planned and executed three-day Kngroo Weekend launch event.

**Founder + Project Manager** Sparkfire Design & Development • *Web Design Agency* • 2012-2013

- Served as chief strategist and UI/UX visionary.
- Collaborated with technical cofounder, design and development teams, and clients to create beautiful, intuitive sites and applications.
- Simultaneously handled business management: Bookkeeping, marketing, copywriting and editing, staff hiring and firing.

**Agency Operations** Homeowners Choice Property Casualty • *Homeowners Insurance Startup* • 2008-2010

- Developed processes, created and conducted audits for company that grew to over 55k policyholders in three years.
- Coordinated stakeholder feedback and consulted on development of internal company software.

Places Jessica Has Worked

**Community Involvement**

15+ organizations including International Academy of Digital Arts & Sciences, Foursquare Day, StartupBus Florida, Sustainable Entrepreneurship & Innovation Alliance, Creative Tampa Bay, SXSW Interactive, USFSP Entrepreneurship Club, Girls in Tech - Tampa Bay, Startup Weekend Tampa, BarCamp Tampa Bay, Ignite Tampa Bay

**Jessica's Skills**

Product Management, Requirements Gathering, UX Design, Persona Creation, Agile Methodologies, Wireframes, Usability Testing and User Interviews, Balsamiq, Git/GitHub, Photoshop, SQL/Sequel Pro, HTML/CSS, Trello, Excel, Google Analytics, Mixpanel

**Jessica's Education**

Bachelors of Science, Entrepreneurship, University of South Florida (In Progress)

Associates of Science, Business, Saint Petersburg College (2006)

UX PROJECT HISTORY

- ★ BucketLoad | UX & PM
- ★ Kngroo | Co-Founder, UX, PM, Community
- ★ Sandhill Growers | UX & PM
- ★ LoveEngine | Co-Founder, Concept Originator
- ★ Net Objectives | UX & PM
- ★ GoGirl WOMN Directory | UX & PM
- ★ FANN | UX & PM
- ★ Get Storied | Consultant
- ★ WomanzWorld | Consultant, Developer
- ★ Story Set Go | UX & PM
- ★ Dossier | UX & PM
- ★ Pin Chasers | UX & PM
- ★ The Gallery Studios | Consultant
- ★ How Do You Innovate? | Consultant
- ★ Carbon Ads | Tester
- ★ Foursquare Day | UX & PM
- ★ Internet Technology Summit | UX & PM
- ★ TampaBayTechEvents.com | Creator
- ★ Mike Grimm for Congress | PM
- ★ HardriderNYC | PM



Foursquare Day

COFOUNDER + PRODUCT MANAGER, Kngroo

(2011-2012)



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In three weeks, with zero budget, led the small team of volunteers who created Foursquare Day (April 16th, 2010), the first official social media holiday.

- Inaugural grassroots event celebrated in 250+ cities in 36 countries.
- Foursquare awarded over 14,000 4sqday badges (plus 5,000+ Swarm badges).
- Recognized by the mayor of several cities (including NYC).
- Major brands (including McDonalds) joined in.
- #4sqday was a Trending Topic on Twitter.
- Still celebrated annually worldwide.

