Laura Desmond-Black

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EDUCATION

Master of Information Management and Systems, 2016 (expected)
University of California, Berkeley
Focus area: product management

B.A. Fine Arts, design emphasis, architecture minor
University of Southern California

SKILLS AND TOOLS

- Web apps: Zendesk, Google Apps, Salesforce, GoodData, Confluence, JIRA, Google Analytics
- Illustrator, Photoshop, InDesign, Balsamiq
- Experience with HTML, CSS, JavaScript, Python
- Familiar with RESTful APIs, website and domain management, web and email servers

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PROFESSIONAL EXPERIENCE

Zendesk Inc. San Francisco, CA
Product Management Intern, Agent Experience May 2015 – present

- Completed a research project that included customer interviews, competitive analysis, distilling and prioritizing customer feedback for end-user knowledge base search. Prepared slide deck and documentation that is being used by the Search team to guide feature development and additional research.
- Assisted with user validation for new rich text editor, managed beta release (internal and external communication), captured and responded to customer feedback, prepared Support team for public release.
- Currently managing customer feedback and bug tracking post-public release. Working with engineering team to handle critical bugs, usability issues, and technical debt. Assisting in roadmap planning.

Community Support Manager November 2013 – May 2015
Projects

- One of the leads for a project to migrate Zendesk's customer support forums to a new version of Zendesk. Forums had more than 15,000 pieces of content, received 1.2 million views and 5,000+ interactions per month before migration.
- Provided detailed feedback to Product Managers during development of new forum features. Prioritize new features according to internal and external needs.
- Assisted Product Management team with the creation of forum spam prevention/mitigation tools. Gathered customer feedback, provided suggestions, tested new features, assisted with launch communication.
- Advocated for the creation of localized communities on support.zendesk.com in response to continued globalization of customer base.

Responsibilities

- Define and document forum communication practices, goals, and processes. Train internal teams on processes. Provide best practice advice on community development to Zendesk customers.
- Create systems to support the well-being and development of the community including content updates, escalating sensitive issues, and identifying useful feedback for the Product Management team.
- Assess and define trends by creating reports from internal data warehouses. Provide information to Directors and Vice-Presidents for review by executive team.

Customer Advocate, Community Lead   2013
Customer Advocate, Level 1   2012 – 2013
- Recognized the need for a dedicated, permanent role to manage and lead the development of Zendesk's forums as a support channel for the company. Worked with management to define this new role.
- Provided support to Zendesk users through responses on Zendesk's forums and knowledge base.

Apple Inc.   Pleasanton, CA
Family Room Specialist   2011 – 2012
Specialist   2010 – 2011
- Assisted with employee development by creating and leading a workshop for sales Specialists on iCloud services and software after suggesting the event to management.
- Led workshops on a variety of Apple products including Keynote, iPad, and iTunes for groups of up to fifteen customers.
- Led one on one training sessions for both new and experienced computer users. Repaired iPhones and Macs.

Step 2 Design   Alameda, CA
Owner & Designer   2008 – 2012
- Managed process of designing small websites and print projects from initial client discussions through design and working with vendors and subcontractors to deliver final product.

Debra Nichols Design   San Francisco, CA
Environmental Graphic Designer   2008 – 2009
- Assisted Design Director with architectural signage projects from proposal through conceptualization, design development, pricing, bidding, and construction document phases.
- Created visuals with Illustrator and Photoshop and laid out final design and development presentation booklets in InDesign.
- Acted as Lead Designer on three projects, including a new seven story research building at UC Berkeley.