OKSANA HARRIS

Full-Stack Development | Product Management | UX Design

Seasoned tech product manager looking to transition into a developer role and bring PM skills, UX design savvy, and creativity honed through years of photography to a company that connects people to awesome experiences.

SKILLS

Software Development

- JavaScript, HTML, CSS/SCSS
- Angular & React frameworks
- PSQL, MongoDB
- SQL, sequelize
- Node.js, npm, GitHub, Gulp

Product Management & UX

- User research
- Usability testing
- Wireframing & prototyping
- MVP definition
- Feature prioritization
- Lifecycle management

Product Marketing

- Product positioning
- Marketing analytics
- Marketing automation
- Email marketing optimization

TOOLS

- SublimeText
- InVision
- Sketch
- Balsamiq
- Axure
- Photoshop
- Lightroom
- Canva

PERSONAL INTERESTS

I love exploring, building and creating. My idea of time well spent includes photography, traveling, hiking and tinkering with animation code in coffee shops around the world and on my couch.

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WEB DEVELOPMENT PROJECTS (github.com/oksanaharris)

- InvisiARt.com - an Augmented Reality canvas anyone can contribute to. Art + tech = community + creativity (JavaScript, Angular, MongoDB, THREE.js, AR.js).
- React Kanban - a task managing app (JavaScript, React, Redux and PSQL).
- ArtCrawl - a hackathon app that uses GoogleMaps API to generate a route to a nearby bar by way of several public art stops from Honolulu.gov's open data.

EXPERIENCE

INDEPENDENT MARKETING & UX CONSULTANT
APR 2016 - JUN 2017 | HONOLULU, HI

- Supported startups and small businesses in product positioning, developing customer engagement and UX strategy across web and mobile products.
- Refined user experience via usability testing. Established new digital sales funnels and optimized marketing tactics to increase conversion by 15%.

SENIOR PRODUCT ANALYST, ECOVA
MAY 2011 - APR 2016 | NEW YORK, NY

White-label customer portal: (peco.myrebateportal.com)
- Implemented a new UI integrated with existing back-end via RESTful API.
- Conducted user research and testing, developed wireframes.
- Served as product owner in agile environment.
- Secured $1.2M in funding from internal & client stakeholders.
- Reduced per-instance deployment by 30%.

Ecova Efficiency Platform: (ecova.com/solution/ecova-efficiency-platform)
Rolled out new operations-supporting platform to streamline processes, increase performance visibility and add new capabilities - particularly notable:
- Segmentation & targeting, marketing automation, and analytics.
- Data visualization of sales, store types and surrounding demographics.

Digital Customer Engagement Solution: (ecova.com/solution/digital-engagement-solution/)
Developed greater personalization of energy insight & outreach through data analytics, segmentation, journey mapping, data capture, and machine learning.

PRODUCT MANAGER, PACIFIC GAS & ELECTRIC
NOV 2008 - MAY 2011 | SAN FRANCISCO, CA

- Managed Appliances & Food Service portfolios with a budget of >$13M.
- Conducted market research, lifecycle analysis and technology assessments.
- Identified new product opportunities > $200M in consumer energy savings.
- Managed new product launches, including a national chain retailer recycling program projected to double participation to 50,000 customers/year.

EDUCATION

JavaScript Web Engineer Bootcamp @ DevLeague	Sep 2017
UX Design Circuit @ General Assembly	May 2016
Product Management Certificate @ Pragmatic Marketing	May 2014
BA in Finance & Marketing @ California State University	Jun 2008