

Seth Fannin

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SUMMARY

Product Operations & UX leader with 14+ years of experience driving digital transformation across defense tech, government contracting, and enterprise environments. Dual-hatted as a Project Manager and Salesforce Developer, with expertise in AI-assisted workflows, low-code automation, and service-aligned user experiences. Skilled in ATO, MCP, and FAR environments, delivering secure, compliant solutions that enhance adoption and efficiency. Recognized for aligning stakeholders, enabling platforms, and building scalable tools that bridge operations, technology, and user needs.

CORE SKILLS & TOOLS

Product Ops & Project Management Agile Methodologies, Vendor Management, Contract Types (CLIN, CPFF), Project Management, ATO Compliance, Digital Transformation, Agile Delivery, Roadmapping, Sprint Planning, ATO Process, Change Management

AI Automation & LowCode Make, ChatGPT, Claude, OpenAI API, Zapier, Salesforce Flows, Airtable, HubSpot, Webflow, Power Apps, workflow orchestration, Marketing Automation, Sales Automation, MCP, RAG, Prompt Engineering

UX Strategy & Design Thinking Figma, Miro, Bubble, Confluence, Adobe Firefly, Framer, Adobe XD, Balsamiq, 508 Compliance, User Research, Journey Mapping, Service Blueprinting, Accessibility, VA/DoD UX Patterns, Human-Centered Design

Technical & Data Tools Power BI, SOQL/SQL (basic), VS Code, SFDX CLI, SharePoint, Notion, Git, AI Models, Salesforce, Microsoft Power BI, Google Data Studio

Platform & Customer Success Enablement Onboarding Flows, Lifecycle Metrics, Account Health Dashboards, CRM Workflows, Growth Ops, Customer training and education, Renewal Retention, Customer Retention, Customer Onboarding, Zendesk, Customer Segmentation Analysis

EXPERIENCE

Project Manager & Salesforce Developer (NAVY – SMIT Contract)

Jun '21 — Jul '25

Leidos El Paso, TX (Remote)

- Led Navy infrastructure modernization under FFP and CPFF contracts with Agile delivery and compliance controls.
- Delivered Authority to Operate (ATO)-compliant systems, managing vendor billing, service level agreements, and building automated workflows to enhance operational efficiency.
- Managed Government projects and navigated ATO/ATP processes via eMASS and ISSO coordination to secure network/system access.
- Managed vendor SLAs, subcontractor billing, procurement, and internal sprint cadences while applying plan management and collaboration practices.
- Contributed to Agile Salesforce development team with Jira-based user story execution and iterative releases; managed deployments from Dev to QA, supported UAT/regression, and led production releases with SFDX/VS Code, ensuring alignment with application developers' needs and cloud enablement strategies.
- Built Salesforce automations that cut proposal cycle time by 70% and improved data integrity.
- Recognized for innovation in internal tooling and dual-appointed as Salesforce Developer and IT Project Manager, demonstrating leadership skills, technical subject matter expertise, and strong business acumen.
- Collaborated with solution architects and domain engineers to define project requirements, build RTMs/SRS documents, and align proposals with compliance and customer needs.
- Created dashboards and reporting playbooks for leadership, surfacing KPIs for proposal ops, requirements traceability, and sprint delivery.

Procurement Project Manager (NAVY- NMCI/NGEN)

Mar '18 — Feb '21

Perspecta El Paso, TX (Remote)

- Reduced procurement bottlenecks through vendor coordination and SharePoint/CRM digitization for software and hardware government project purchasing needs.
- Conducted evaluation of customer RFP and RFQ sourcing to develop proposals that includes statement of work, technical security requirements/deliverables, schedule, performance, and pricing agreements.

Data Management Analyst

Nov '16 — Mar '18

Augustine Consulting

Fort Bliss, TX

- Built data dashboards and knowledge workflows using SAP BI + BMC Remedy.
- Enhanced issue tracking and internal ops for defense logistics environments

Logistics Analyst

Aug '12 — Jul '16

SAIC Fort Bliss, TX

- Managed logistics coordination for \$100M+ of GOTS and COTS Communications for Army NIE and AWA testing and evaluation in military field training exercises.
- Led Warehouse and inventory readiness and user support for cross-functional Army units and defense teams.

Motor Transport Operator
U.S. Army

Jan '08 — Dec '12
Fort Bliss, TX & South Korea

- Supervised 20+ personnel, ensured safe transport ops, and promoted through leadership and reliability.

INDEPENDENT PROJECTS & DEMOS

Veterans Affairs (VA) Prescription Refill – UX Redesign (Demo, 2025) | Service Design / HCD / UX Strategy

- Reimagined the Veterans Affairs VA medication prescription refill user experience as an interactive mobile-first prototype. (**LiveDemo:** <https://va-ux-demo.netlify.app/>)
- Applied service design principles to improve accessibility, user trust, and task completion time.

Ops Readiness Dashboard & Enablement Blueprint (2025) | Business Ops / Analytics / Workflow Design

- Designed a Looker Studio dashboard visualizing ARR, account health, and risk metrics.
- Created an Ops Blueprint (PDF) outlining workflows for onboarding, renewals, and risk escalation.
- Demonstrates ability to translate business operations into measurable insights and frameworks.
- Live Demo Dashboard:** [Google Looker Studio Link](#)**Blueprint (PDF):** [ops-readiness-blueprint.pdf](#)

AI Ops & UX Automation Tools (2022–Present) | AI Workflow / Automation / UX Feedback Loops

- Prototyped with AI agent tools, orchestration platforms, and prompt frameworks aligned with MCP standards and compliant with AI adoption.
- Created prompt-driven automation pipelines (Make + Claude/OpenAI) for internal and freelance use.
- Designed UX feedback loops with AI-enhanced user journeys.

No-Code/Low-Code Development – Freelance/Independent Contractor (2019–Present) | Webflow / Airtable / CRM / Automation

- Built internal and client-facing tools with Webflow, Airtable, Glide Apps, and Power Apps.
- Designed and shipped custom Webflow websites for SMBs, integrating growth tools like lead capture flows, dashboards, and CRM automations.

EDUCATION

Bachelor of Science in Business Administration & Supply Chain, Park University

Sep '11 — May '15

CERTIFICATIONS

Active Secret Clearance, Department of Defense

Mar '18