

# Seth Fannin

Active Secret Clearance | Operations & Product Strategy | Project Management | UX / Service Design | AI & Automation  
915-227-2054 ◇ [seth0526@gmail.com](mailto:seth0526@gmail.com) ◇ El Paso, TX ◇ Open to Remote ◇ Open to Travel ◇ [LinkedIn](#) ◇ [GitHub Portfolio](#)

## SUMMARY

---

Operations, Product, and UX strategist with 14+ years of experience supporting Army and Navy programs and driving enterprise technology transformation. Dual-hatted at Leidos as a Project Manager and Salesforce Developer, delivering compliant workflows, stakeholder alignment, and iterative Agile delivery under CPFF/FFP environments. Skilled in bridging mission-critical compliance frameworks (ATO, RMF, FAR, DCMA) with innovative solutions that improve adoption, efficiency, and user experience.

Self-taught in low-code, AI automation, and UX design through building digital products and SMB tools, with a proven ability to apply service design and automation to both federal and commercial contexts. Recognized for blending program delivery with product thinking, enabling cross-functional teams to achieve scalable, compliant, and user-centered outcomes.

## EXPERIENCE

---

### Project Manager & Salesforce Developer

Jun '21 — Jul '25

Leidos - Navy SMIT Contract

El Paso, TX (Remote)

- Dual-appointed as Salesforce Developer & Project Manager, managing cross-functional sprints, UAT, and production deployments (Dev → QA → Prod) via SFDX/VS Code pipelines. 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 (flow-triggered & scheduled) that reduced proposal cycle time 70% and improved data integrity across Proposal Ops, ERM, and CRM applications.
- Led Navy infrastructure modernization under FFP and CPFF contracts, applying Agile delivery, FAR/DFARS compliance, and risk controls.
- Delivered ATO-compliant systems by driving eMASS packages, coordinating with ISSOs, and aligning system security with RMF/ATO/ATP requirements.
- Managed vendor SLAs, subcontractor billing, and procurement, ensuring compliance with CLIN structures and CPFF cost controls.
- Produced dashboards & reporting playbooks in Salesforce and Power BI for executive leadership, surfacing KPIs on requirements traceability, sprint velocity, and proposal throughput.
- Collaborated with solution architects & domain engineers to define project requirements, build RTMs/SRS docs, and guide system design reviews (SRR, PDR, CDR).
- Recognized for innovation in internal tooling and cross-domain leadership, consistently tapped for ad hoc automation, workflow, and data integration initiatives.

### Procurement Project Manager

Mar '18 — Feb '21

Perspecta – Navy NMCI/NGEN Contract

El Paso, TX (Remote)

- Managed 20–30 Navy procurement projects concurrently, reducing PO delivery time by 50% and driving \$20M revenue growth for hardware and software (2018–2020).
- Reviewed subcontractor proposals (SOW, deliverables, pricing), ensuring FAR compliance and technical alignment.
- Introduced a vendor evaluation framework, improving sourcing efficiency and compliance tracking.
- Created SharePoint dashboards for leadership visibility on procurement milestones and risks.

### Management Analyst III / Data Manager

Nov '16 — Mar '18

Augustine Consulting – Army NIE/AWA Program

Fort Bliss, TX

- Administered SharePoint & SIF ITSM databases for Army NIE/AWA, ensuring data integrity across test/eval phases.
- Built/maintained NIE master schedules in MS Project, coordinating SUT/SUE systems for brigade-level exercises.
- Captured and analyzed incident reports, creating knowledge management updates that streamlined Army evaluations.
- Delivered Commander's Update Briefings with risk mitigation insights from schedule data.

### Logistics Analyst

Aug '12 — Jul '16

SAIC – Army NIE/AWA Program

Fort Bliss, TX

- Managed C4ISR equipment lifecycle worth \$10M; maintained accountability for classified/unclassified Army assets.
- Re-engineered inventory operations, reducing discrepancies by 25%.
- Partnered with engineers/drafters to ensure logistics aligned with Army system requirements.
- Applied DoD COMSEC/ILS procedures to ensure secure handling and lifecycle compliance.

### Motor Transport Operator

Jan '08 — Dec '12

U.S. Army

Fort Bliss, TX & South Korea

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

## INDEPENDENT PROJECTS & DEMOS

---

**Government UX & Service Design Prototype (2025)**

- Reimagined VA prescription refill service as an interactive mobile-first prototype using human-centered design.
- Applied service design principles to improve accessibility, user trust, and task completion time.
- **Demo:** [VA UX Demo](#)

**Ops Readiness Dashboard & Enablement Blueprint (2025)**

- Built Looker Studio dashboards surfacing ARR, account health, and risk metrics.
- Designed Ops Blueprint (PDF) for onboarding, renewals, and risk escalation.
- **Demo:** [Ops Dashboard](#)

**AI-Driven UX & Automation Tools (2023–2025)**

- Prototyped workflows with Claude, GPT, Make, and Salesforce Flows to automate tracking, CRM syncing, and proposal cycle analytics.
- Designed context-aware AI agents + automation pipelines aligned to compliance and RAG/MCP standards.

**Low-Code Systems & Internal Tools (2019–2025)**

- Built websites, Internal growth tools, and client dashboards for SMB with Webflow + Airtable, reducing intake/admin time by 40%.
- Helped SMBs improve SEO + brand consistency across web redesign projects.

**CORE SKILLS & TOOLS**

---

**Product Ops & Strategy**    Agile / SAFe, Business Process Improvement, Roadmapping, ATO Process, Change Management, Proposal/BOE Development, Process Redesign, Requirements Gathering, FAR / DFARS compliance, NIST Risk Management Framework, Model-Based Systems Engineering (MBSE), DoDAF, Financial acumen (budget forecasting, ARR, ROI analysis), Revenue Operations (RevOps), Market Intelligence / GTM Strategy, SOP Development

**Project & Program Management**    Requirements Traceability (RTM), Schedule Variance Analysis, Risk Management, CLIN/CPFF Task Orders, Stakeholder Alignment, Proposal / Capture Support, EVM (Earned Value Mgmt), Agile/Scrum, Subcontractor/Vendor Management

**Automation & Data / AI**    AI Workflow Automation (Make, Zapier, RAG, Claude, OpenAI, MCP)), Salesforce Development (Flows, VS Code CI/CD), SoQL, Airtable, HubSpot, Power BI, Google Data Studio, Proposal / Business Systems Automation, Platform Enablement, Dashboard Builder, CRM

**UX & Service Design**    UX Strategy, Service Blueprinting, Journey Mapping, Wireframes & Prototypes, Accessibility (508), Customer Onboarding & Retention, Service Enablement, User Research, Human-Centered Design, Web Design, Web Development, Figma, Adobe, Customer Onboarding, Retention

**Collaboration Tools & Delivery Tools**    Jira, Confluence, SharePoint, Git / GitHub, Salesforce (Gov Cloud, Shield), Microsoft Project, Microsoft Teams, Notion

**EDUCATION**

---

**Bachelor of Science in Business Administration & Supply Chain**, Park University Sep '11 — May '15

**CERTIFICATIONS**

---

**Active Secret Clearance**, Department of Defense Mar '18