

# Seth Fannin

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## SUMMARY

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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

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**Product Ops & Project Management** Agile Methodologies, Vendor Management, CPFF, Project Management, ATO Compliance, Digital Transformation, Agile Delivery, Roadmapping, Sprint Planning, ATO Process, Change Management, Stakeholder Reporting, Business Process Design

**AI Automation & LowCode** Make, ChatGPT, Claude, OpenAI API, Zapier, Salesforce Flows, Airtable, HubSpot, Webflow, Power Apps, Workflow Orchestration, Marketing Automation, Sales Automation, MCP, RAG Status Tracking, Prompt Engineering, Replit, n8n, Bubble

**UX Strategy & Design Thinking** Figma, Miro, Bubble, Confluence, Framer, Adobe XD, Balsamiq, 508 Compliance, User Research, Journey Mapping, Service Blueprinting, Accessibility, Human-Centered Design, UI Design, UX Copywriting, Wireframing, Adobe, 508 Compliance Testing

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

**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, QBR Preparation, SOP Development

## INDEPENDENT PROJECTS & DEMOS

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### Veterans Affairs Service Design UX – Government UX · R&D Prototype Demo (2025)

- **Government UX · R&D Prototype Demo**

- Built as part of a personal mission to reimagine VA digital services using human-centered design.
- Reimagined the Veterans Affairs VA medication prescription refill user experience as an interactive mobile-first prototype, and applied service design principles to improve accessibility, user trust, and task completion time.
- **Live Interactive Demo:** <https://va-ux-demo.netlify.app/>

### Ops Readiness Dashboard & Enablement Blueprint Demo (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 with oversight on performance measurement.
- **Live Dashboard Demo:** [Google Data Studio](#)

### AI-Driven UX & Automation Tools – Prototyping & R&D (2023–2025)

- **Make · Claude · OpenAI · Prompt Engineering · Workflow Automation**

- Prototyped with AI agent tools, orchestration platforms, and prompt frameworks aligned with MCP standards to support strategic analytics and product management adoption.
- Designed context-aware prompt systems and AI job search agents to dynamically adapt applications and resume content based on job requirements.
- Developed personalized automation pipelines using Make (formerly Integromat) to handle application tracking, content delivery, and CRM syncing.
- Experimented with “context engineering” and fine-tuned AI workflows for solopreneurs and freelance clients, improving productivity and lead response times.

### Low-Code Systems & Internal Tools – Freelance / Independent (2019–2025)

- **Webflow · Airtable · CRM Automation · Workflow Tools**

- Designed and shipped custom websites in Webflow for SMB clients, focusing on UX, automation, and lead conversion.
- Redesigned and migrated a small business site from WordPress to Webflow, improving UX and brand consistency across mobile and desktop.
- Improved local SEO and GMB rankings through targeted on-page, off-page, and technical SEO, resulting in increased traffic and online visibility.
- Built internal dashboards and lead-capture flows using Airtable and Make, automating client intake and reducing admin time by 40%.

## EXPERIENCE

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<b>Project Manager &amp; Salesforce Developer (NAVY – SMIT Contract)</b>		Jun '21 — Jul '25
Leidos		El Paso, TX (Remote)
<ul style="list-style-type: none"> <li>Led Navy infrastructure modernization under FFP and CPFF contracts with Agile delivery and compliance controls.</li> <li>Delivered Authority to Operate (ATO)-compliant systems, managing vendor billing, service level agreements, and building automated workflows to enhance operational efficiency.</li> <li>Managed Government projects and navigated ATO/ATP processes via eMASS and ISSO coordination to secure network/system access.</li> <li>Managed vendor SLAs, subcontractor billing, procurement, and internal sprint cadences while applying plan management and collaboration practices.</li> <li>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.</li> <li>Built Salesforce flow-triggered and scheduled automations that cut proposal cycle time by 70% and improved data integrity.</li> <li>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.</li> <li>Collaborated with solution architects and domain engineers to define project requirements, build RTMs/SRS documents, and align proposals with compliance and customer needs.</li> <li>Created dashboards and reporting playbooks for leadership, surfacing KPIs for proposal ops, requirements traceability, and sprint delivery.</li> </ul>		
<b>Procurement Project Manager (NAVY- NMCI/NGEN)</b>		Mar '18 — Feb '21
Perspecta		El Paso, TX (Remote)
<ul style="list-style-type: none"> <li>Reduced procurement bottlenecks through vendor coordination and SharePoint/CRM digitization for software and hardware government project purchasing needs.</li> <li>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.</li> </ul>		
<b>Data Management Analyst</b>		Nov '16 — Mar '18
Augustine Consulting		Fort Bliss, TX
<ul style="list-style-type: none"> <li>Built data dashboards and knowledge workflows using SAP BI + BMC Remedy.</li> <li>Enhanced issue tracking and internal ops for defense logistics environments</li> </ul>		
<b>Logistics Analyst</b>		Aug '12 — Jul '16
SAIC		Fort Bliss, TX
<ul style="list-style-type: none"> <li>Managed logistics coordination for \$100M+ of GOTS and COTS Communications for Army NIE and AWA testing and evaluation in military field training exercises.</li> <li>Led Warehouse and inventory readiness and user support for cross-functional Army units and defense teams.</li> </ul>		
<b>Motor Transport Operator</b>		Jan '08 — Dec '12
U.S. Army		Fort Bliss, TX & South Korea
<ul style="list-style-type: none"> <li>Supervised 20+ personnel, ensured safe transport ops, and promoted through leadership and reliability.</li> </ul>		
<b>EDUCATION</b>		
<b>Bachelor of Science in Business Administration &amp; Supply Chain</b> , Park University		Sep '11 — May '15
<b>CERTIFICATIONS</b>		
<b>Active Secret Clearance</b> , Department of Defense		Mar '18