



## Taylor Smith

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As a Technical Product Manager, I lead teams who turn opportunities into products that delight and empower people. With a design education and engineering background, I am passionate about bringing cross-functional teams together to tackle complex challenges. For the past six years, I have led the development of tools that connect my clients to their audiences, migrate legacy systems, and work more efficiently.

### SKILLS & TOOLS

**Skills:** Certified Scrum Product Owner, product management, business analysis, backlog grooming and prioritization, competitive analysis, release planning, resource forecasting, project management, data modeling, migration planning, wireframing, persona creation, user flows

**Tools:** Jira, Scrum, Smartsheet, Google Analytics, SQL, AWS (IAM, CloudFront, API Gateway, Lambda, EC2, Route 53, S3), Heroku, JavaScript, PHP, Git, CircleCI, Bitrise, Sentry, RollBar, Postman, Swagger, Apiary, Linux, Excel, InVision, Adobe Creative Cloud

**Soft Skills:** Workshops and discovery facilitation, remote team building, managing stakeholders, written communication, public speaking

### EXPERIENCE

Jan 2020 – Present      **Product Manager**      **Very**      Remote

Product vision consulting, prioritizing stakeholder goals into roadmaps, serving as Product Owner and Scrum Master, resource and budget planning, engineering management.

- **Complex Media: Sole Collector app** — Launched iOS retail marketplace app and backend microservices with 50k downloads driving 40k partner referrals across 5 retailers in its first 30 days, earning a 4.9 star rating.
- **Socialyte: Insyte** — Led re-architecture of campaign tracking app to repair legacy code, handle larger data sets, and increase speed to add more customers without hiring more support team members.
- **Led discovery workshops and wrote project plans** for B2C IoT, iOS gaming, retail eCommerce clients.
- Scoped, estimated, and helped sell contract extensions totaling over \$1 million revenue in my first year.

May 2016 – Nov 2019      **Product Manager**      **Four Kitchens**      Remote

Internal advocate for stakeholders, collaborated with user researchers, led requirements gathering and prioritization, controlled scope, and managed product backlogs for large-scale websites and publishing platforms.

- Constructed sales strategy and pricing for Support Dept to standardize contracts and increase capacity utilization.
- Product Owner of internal business intelligence application powering financial forecasting and resource planning.
- **Oregon Public Broadcasting — Digital Strategist:** Two-year engagement leading rounds of consulting to guide newsroom digital-first transformation. Lead author of a vision roadmap report. Guided vendor selection.
- **Frontline Medical Communications — Product Owner and Scrum Master:** Expansion of a publishing platform for 50 academic journals. Reduced average page load time by 75% and increased user registration to drive subscriptions. Triaged requests from many stakeholders to balance delivery of hot tickets with long-term objectives. Process improvement.
- **Forcepoint: Rebranding — Product Owner and Lead Frontend Engineer:** Built an internationalized and localized marketing site to reduce content publish delay by 90% and eliminate separately maintained regional sites.

Oct 2012 – April 2016      **Designer & Frontend Engineer**      **Four Kitchens**      Austin / Remote

Mobile-first responsive frontend development, Drupal theming and module development, graphic design.

- Introduced Product Owner as an internal role to respond to market expectations for solution-driven consulting.
- **Texas Exes — Tech Lead and Product Owner:** Launched alumni site with Salesforce integrations to drive donations and networking.

### EDUCATION

**B.F.A. Graphic Design & Advertising**, The University of Tulsa, 2011

**Certified Scrum Product Owner (CSPO)**, ScrumAlliance, 2016

### COMMUNITY

Jan 2019 – Present      **Southwest Collegiate Cyber Defence Competition**, Project Manager, Scenario Writer  
Jan 2015 – Present      **Zilker Theatre Productions**, Member of the Board of Directors, Producer, IT Administration

### SELECTED CONTENT

Jan 2021      **The Many “Hello, Worlds” of Christmas: Advent of Code 2020**  
April 2020      **React Native: Hello World to Hangboard Coach in Two Weeks**, Very Possible Blog  
June 2019      **Post-Project Retrospectives**  
April 2019      **Estimate for Iteration with Story Points & Thin Vertical Slices**, Speaker, DrupalCon Seattle  
*Projects and content at [tsmith.com](https://tsmith.com). Code and experiments at [github.com/tsmith512](https://github.com/tsmith512).*