Taylor Smith

tsmith.com

EXPERIENCE

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

Product direction consulting, serving as Scrum Product Owner and ScrumMaster, roadmapping, resource and budget planning, and engineering management for cross-functional teams building mobile and web apps.

- **Complex Media: Sole Collector app** — Launched iOS retail marketplace app with 50k downloads driving 40k partner referrals in the first 30 days, while attaining a 4.9 star rating on the App Store.
- **Socialyte: Insyte** — Expansion and re-architecture for web application that monitors advertising campaigns and social media infuencer performance to handle larger data sets and streamline revenue report generation
- **Workshops, project plans, roadmaps** for Architectural Mailboxes (IoT), Vinny (iOS game), The Corner (eCommerce)
- **Scoped, estimated, and helped sell** contract extensions totaling over $1 million revenue in my first year.

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

Requirements gathering, prioritization, scope control, backlog building, release planning, and client advocacy for large-scale websites and publishing platforms for organizations with complex content.

- Product Owner of internal business intelligence application powering financial forecasting and resource planning.
- Wrote tiers of service for Support Dept to standardize contracts, streamlining capacity planning, billing, and renewals.
- **Oregon Public Broadcasting: Redesign — Digital Strategist:** Two-year engagement leading rounds of consulting as OPB transformed their offerings to embrace a digital-first vision. Lead author of a vision roadmap document including content, user experience, and platform recommendations from multiple contributors. Guided vendor selection.
- **Frontline Medical Communications — Product Owner and Scrum Master:** Two-year relationship leading maintenance and expansion of an online publishing platform for 50 academic journals and medical news publications. Standardized processes, triaged requests from many stakeholders to improve team efficiency and balance delivery of hot tickets with long-term goals. Aided client in hiring an internal team to bring engineering in-house.
- **Forcepoint: Rebranding — Product Owner and Lead Frontend Engineer:** Led development team, requirements gathering, complex content modeling to rapidly build enterprise marketing site. Editors can reuse content to reduce overhead, internationalize (translate) content to core languages, localize (target geographically) content to 5 region.

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

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

- Introduced Product Owner as an internal role to respond to market expectations for solution-driven consulting.
- **Texas Exes: Replatforming — Tech Lead and Product Owner:** Planned and built new alumni site with Salesforce integrations to drive donations, networking, and keeping contact information updated.

Jan 2011 – Oct 2012 **Design Technologist** **Walsh:Barnes Interactive** Tulsa

- Introduced responsive web development to eliminate "m-dot" sites to reduce build and maintenance time.
- Introduced source control for repeatable, dependable deployments.

EDUCATION & CERTIFICATIONS

Jul 2016	**Certified Scrum Product Owner**	**ScrumAlliance**	Austin
Aug 2007 – May 2011	**B.F.A. Graphic Design**	**The University of Tulsa**	Tulsa

PRESENTATIONS & CONTENT

January 2021	**The Many "Hello, Worlds" of Christmas: Advent of Code 2020** (Blog Post)
April 2020	**React Native: Hello World to Hangboard Coach in Two Weeks** (Blog Post) Very Possible Blog
June 2019	**Post-Project Retrospectives** (Blog Post)
April 2019	**Estimate for Iteration with Story Points & Thin Vertical Slices** (Speaker) DrupalCon Seattle '19

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

REFERENCES & SAMPLES

Projects and content at **tsmith.com**. Code and experiments at **github.com/tsmith512**.