

Vince Mease

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Executive Summary

Successful product management executive, UX architect, and project leader with over 10 years experience designing highly useful and usable web and mobile applications across diverse knowledge domains and industries. Recognized innovator with proven ability to identify, analyze, and solve problems to increase operational efficiency and implement process change. Consistently manage relationships across all organizational levels and lead multidisciplinary teams to design, re-design, and launch cutting-edge applications with success measured in increased profit and reduced cost for the company and its clients.

Core Competencies

- Lean UX design process development in organizations of all sizes (startup through large company legacy systems)
- Vendor contract negotiations
- Mobile app and responsive web design
- Product discovery and design sprint implementation
- Prototyping and usability testing
- Wireframing
- User scenario mapping
- User story mapping and acceptance criteria development
- Information architecture
- Backlog development and management

Technical Expertise

Significant experience in web, iOS, and Android development along with prototyping tools including Sketch, InVision, Axure RP, and Photoshop. Analytics implementation and analysis with Google Analytics and Localytics. Backlog development and management with JIRA. Deep understanding of the capabilities, constraints, and the appropriate use of various tools and platforms including HTML, CSS, JavaScript and SQL.

Professional Experience

LISA App

08/2015 - Present

Chief Product Officer | Chicago, IL

Responsible for all aspects of product design, backlog management, and engineering management across responsive web and native mobile applications in a greenfield startup environment. Applications developed facilitate marketing outreach, sales and promotional activities, and financial transactions between platform participants. Also responsible for engineering vendor management, budget control, and contract negotiations.

During the first two quarters of beta launch operations in Chicago, IL, the LISA App platform accomplished:

- Onboarded 2,000 service providers
- Acquired 4,000 consumers

- Completed 900 appointments (average revenue/appointment: \$48)

Product Management, Engineering, and Design teams successfully deployed 16 API and supported app store releases during Q1/Q2 2016, including:

- 2 major API releases (semver.org)
- 3 minors
- 11 patches

I lead the successful design and implementation of following APIs and frameworks across all platforms:

- | | |
|-----------------------------------|--------------------------------------|
| ● Stripe.com & PCI compliance | ● iOS Event Kit and Android Calendar |
| ● Socket.io | ● Google Maps and Directions API |
| ● Localytics | ● Twilio SMS and Phone functionality |
| ● Google Analytics | ● Push Notifications (ANS) |
| ● Facebook Analytics | ● Instagram API |
| ● Instabug | ● Mailchimp |
| ● Freshdesk.com | ● Mailgun |
| ● iTunes Connect and Android Play | ● Device camera integration |

Dom & Tom

09/2014 - 08/2015

Sr. UX Design Lead | Chicago, IL

Lead UX design and product discovery sessions with clients developing applications spanning responsive web, iOS, and Android native application platforms.

Responsible for introducing basic Lean UX and Agile practices to a sales and development organization unfamiliar with implementing such practices in an agency environment. During my tenure, I had the following projects accepted by the client:

- Responsive web app prototype (Axure RP) designed and developed to facilitate large scale usability testing for a Fortune 500 client seeking to validate new feature functionality being proposed in an existing product line.
- Native mobile application (iOS, Android) for a payments/eCommerce startup
- Native iOS application for a startup in the retail automotive space allowing consumers to monitor their vehicle health without having to go to the mechanic.
- LISA App, an open platform mobile app (iOS, Android, API) where I then joined the client full-time as Director of Product Management and UX before being promoted to Chief Product Officer.

I lead the successful design and implementation of following APIs and frameworks across all platforms:

- | | |
|-----------------------------------|----------------------------------|
| ● Card.io | ● Geo-location APIs/ Google Maps |
| ● ODB II (automotive diagnostics) | ● Push Notifications (ANS) |
| ● PCI Compliance | |

Echo Global Logistics

07/2012 - 09/2014

Sr. UX Designer | Chicago, IL

Lead UX design efforts focused on Echo's proprietary enterprise inside sales application supporting over 1,000 sales and operations agents generating revenue of \$850MM (2013).

Projects included:

- Redesign and design-debt reduction as legacy pages and applications were prioritized for upgrades
- New application design supporting Echo's multi-modal transportation management growth strategy
- Design component interactions and visual guidelines for Echo's next generation platform

Additional responsibilities included introducing all manner of UX design principles to all IT roles, business stakeholders, executive management, and end users. In 12 months we launched 8n product management teams the began to define their products using increasingly sophisticated Lean UX principles (user journey mapping, wireframing, prototyping, and usability testing). These processes lead to increased user satisfaction (SUSS) and fewer production defects.

Cars.com

07/2010 - 07/2012

Interaction Design Lead | Chicago, IL (01/2011 - 07/2012)

Redesigned the Cars.com B2B application into a moderating business intelligence platform (BI) capable of providign auto dealers and dealer group executives with critical intelligence and insight into their business performance, market dynamics, and ROI on ad spend with Cars.com. Lead and managed all aspects of product discovery.

UX Designer - Mobile Web (07/2010 - 01/2011)

Redesigned the Cars.com mobile website (m.cars.com) by improving the information architecture and streamlining user task flows. That design supported significant mobile web traffic growth as traffic spiked to account for over 30% of all pageviews within 12 months of the release.

INCISENT Technologies

08/2006 - 06/2010

Sr. Business Analyst | Chicago, IL

Worked directly with the CEO and founder to design SaaS products focused on improving KPIs critical to retail auto dealers in managing their pre-owned inventory. Managed data, interaction, and visual design requirements in multidisciplinary project teams, and communicated and trained Marketing and Field Operations teams in new product process and capabilities. Products designed addressed business problems for a range of users from the front-line tactical manager to the strategy focused dealer-group executive. Clients report considerable improvement of front-end gross profit and inventory turn rate, and drastic reductions in inventory days supply.

- Key projects contributed over \$3MM in annual revenue (2007 - 2009)

- Made significant discoveries in decoding the Vehicle Identification Number (VIN) and search leading to improvements in competitive vehicle pricing analysis in terms of result quality when searching against public vehicle listing sites (e.g. Cars.com, AutoTrader, etc)
- Designed a new process impacting the used vehicle trade-in appraisal process by re-architecting the workflow into a more useful and usable application. Clients adopting the process and software reported completing 4 - 5 additional deals per week, and realizing profit gains in excess of \$200K/year from this single activity.

Interactive Solutions International

01/2004 - 08/2004

Project Manager | Cincinnati, OH

Managed and consulted on multiple concurrent PBX installation projects implementing the Interactive Intelligence suite of Windows 2000 based PBX software. Procured telecom resources from the local PSTN (T1/PRI) and managed delivery and installation schedule. Defined system and end user interface requirements for call center applications, business operations, and general office connectivity for ARU/VRU, call flow routing, and customer service oriented database lookups.

American Century Investments

05/1998 - 01/2004

Business Analyst | Denver, CO

Early member of the eCommerce team responsible for developing requirements defining American Century's first complete cradle-to-grave customer self-service account management system at americancentury.com (paper free, digital signature enabled account opening through redemption)

Certifications

ScrumAlliance

08/2013

Certified Scrum Product Owner

Education

University of Louisville

1990 - 1994

Liberal Arts