

## Profile

Strategic Product Leader with 10+ years of experience at the intersection of UX, development, and systems thinking. Proven ability to align teams around user needs, business goals, and technical feasibility. Expertise in leading cross-functional teams to launch impactful products across mobile, web, and embedded platforms. Passionate about user-centered design, data-informed decision making, and elegant product strategy. As a well rounded human I have an active life outside of work. I enjoy travelling off the beaten path, and I perform and coach partner acrobatics — because balance matters in all things.

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## Skills

### Product Management

- Agile, Roadmapping, Requirements Writing
- Jira, GitHub, Monday.com, Asana

### UX & Design

- User flows, Wireframes, User Testing, Surveys, Ethnography
- Figma, Illustrator, Photoshop

### Data & Decision Making

- Data Analytics, User Research, Product Metrics
- SQL/PostgreSQL, AI, Dashboards

### Technical Fluency

- Javascript, HTML/CSS, SQL/PostgreSQL, Ruby, Rails, Angular, Git
  - API integration, Responsive Design, Prototyping
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## Experience

### User Experience Manager

eLock Technologies

Berkeley, CA | Aug 2017 — Present

- Defined product strategy and UX for a national smart bike locker system used by 50K+ users.
- Led mobile app, embedded kiosk, and web platform development across domestic and international teams.
- Launched features including mobile app, Transit Card integration, AI locker content monitoring, and automated ID verification.
- Translated user research and business goals into specs and UI flows for hardware and software touchpoints.

- Coordinated cross-functional work with engineering, design, QA, and support teams under Agile methodologies.

## Web Developer

Diener Consulting

Oakland, CA | Nov 2014 — Aug 2017

- Designed and built modern websites for SMB clients with a focus on UX, SEO, and responsive design.
- Applied human-centered design and usability best practices to increase user engagement and conversions.
- Served as product owner, designer, and developer on each client engagement.

## Product Manager/UX Lead

DeNA West

San Francisco, CA | Oct 2012 — Oct 2014

- Defined roadmap and led international Agile teams for internal tools supporting AAA mobile game titles including *Transformers Legends* and *Blood Brothers*.
- Managed development of ngBuilder IDE, build-and-deploy tools, dashboards, and load testing infrastructure used across US, Japan, and Chile game studios.
- Spearheaded user research and UI/UX design of tools to optimize developer workflows and version control.
- Integrated systems with Jenkins, AWS, GitHub, and Zabbix to streamline game operations and QA.

## Web Consultant

Diener Consulting

Berkeley, CA | Apr 2011 — Sep 2012

- Delivered information architecture, UX design, and web content strategies for small businesses.
- Increased client site traffic by up to 40% through SEO-driven content structure and usability improvements.
- Helped clients clarify value propositions, resulting in higher conversion rates and positive online reviews.

## UI Developer Business Tools

EnerNOC

Boston, MA | Jul 2010 — Mar 2011

- Customized IBM Cognos dashboards and reporting tools for internal energy management platforms.
- Developed UI prototypes using JavaScript, XML, and CSS to improve business tool workflows.
- Conducted user research and stakeholder interviews to align interfaces with real user needs.

## User Experience Design & Research Intern

EnerNOC

Boston, MA | May 2010 — Jul 2010

- Reduced support volume by improving login flows and visibility of critical system data.
- Designed visual dashboards and response tools to enhance energy mitigation response times.
- Conducted focus groups, interviews, and usability testing to drive design decisions.

## Usability Consultant

Diener Consulting

Cambridge, MA | Mar 2008 — May 2010

- Delivered expert UX audits, user research, and wireframes for healthcare and web apps.
- Created dashboards and interaction flows that improved engagement and reduced complexity.

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## Education

### M.S., Human Factors in Information Design

Bentley University

Waltham, MA | Class of 2011

Vice President, Testing & Assessment, Student Organization

### B.S., Cognitive Science

University of California at San Diego (UCSD)

La Jolla, CA | Class of 2003

Provost's Honors

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## Links

<http://linkedin.com/in/Zacrobot>

<http://coroflot.com/Zacrobot/portfolio>