

KYRA DAVIDSON

San Bernita, CA

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SENIOR INTERACTIVE PRODUCER & PROJECT MANAGER

Dynamic, creative Producer and Project Manager shepherds the design and development of interactive projects from inception to launch. Strengthens teams and optimizes processes through astute team and project management while strategizing and delivering outstanding visual and UI design efficiently and reliably. Works closely with content providers, business teams, design, and engineers to expertly organize the flow of information, maintain schedules, and guide expectations with upper management. Offers 10+ years of high customer satisfaction, often chosen to lead high-maintenance teams and projects due to proven professionalism, consensus achievement, and positive relationships. Resolves issues by distilling problem to core and mapping out collaborative problem-solving alternatives. Champions innovation and recognizes importance to team and company success. Promotes teamwork and upholds high standards while remaining adaptable and up-to-date to changes in technologies and business priorities.

ADDITIONAL KEY COMPETENCIES

- Process Mapping
- Vendor Management
- Social Media Strategy
- Agile & Waterfall Methodology
- Improvement Skills
- Presentation & Facilitation
- Content Strategy
- SOW Creation

PROFESSIONAL EXPERIENCE

TECHNOLOGY COMPANY, City, State

Year – Year

Senior Project Manager for an agency that helps retailers create superior ecommerce experiences by leveraging innovative technologies to create compelling and cutting edge retail sites, 150 employees

- Hired specifically to spearhead the ecommerce discovery and design phase, with rapid increased scope and expansion to full lifecycle project management for national department store's two new retail businesses. Partners include national publication company.
 - Ensure client satisfaction by clearly comprehending and meeting client needs and exceeding expectations via frequent interaction with client and client partner senior executives, including reviewing work with national magazine's Editor-In-Chief; provide highest quality in service.
 - Deliver all project milestones on or ahead of schedule by directing the activities of a team of 7, and overseeing and liaising with the outsourced build team; instrumental in onboarding a new build contractor when the client-contracted build engineers could not meet requirements.
 - Project consists of 2 cutting edge ecommerce sites with a project budget of \$1 million.

Key Contributions

- Increased revenue and scope by exceeding client's expectations and cultivating a strong relationship and level of trust and confidence; project scope expanded from discovery and design phase to project managing wireframe creation and add-ons.
 - Generated an additional \$250,000 from increased scope and change orders and add-ons such as email templates, logos, brand books, presentations to national publisher, and content strategy.
 - Anticipate additional revenue from current negotiations for social products, pre- and post-launch production change orders, and website administration.
- Enabling national department store and partners to garner a share of an \$85 billion menswear market via the success of upscale menswear retail ecommerce site, as well as a share of the \$13 billion gifting market with a site focused on unique and upscale gifts.
- Significantly increased project productivity and efficiency by transitioning from waterfall methodology, successfully utilized for menswear retail ecommerce site, to an agile approach for upscale gifting site.
- Ensured smooth operations by liaising with client and client partners, diplomatically educating on ecommerce functionality, and documenting all client interaction, approvals, decisions, and changes.

PROFESSIONAL EXPERIENCE

(Continued)

GLOBAL COMPUTER COMPANY, City, State

Year – Year

Professional Applications Producer for world class computer, music, and communications innovator, 35,100 employees globally

- Met 4 major project goals by driving the work of the design team from project beginning to completion, translating strategies and ideas into prioritized plans and tasks with timelines, helping to gather information, and removing roadblocks.

Key Projects**[Editing Software]**

- Collaborated on 2 releases of this product, with one scheduled for a June 2011 launch; releases were dramatically different from each other as one involved updating the existing code base and where another was recreated in [other forms].
 - Ensured on time completion for over 350 deliverables every 6-week milestone by gathering requirements, negotiating designers' time between features, tracking work progress, proactively identifying potential issues, and providing weekly reports for the software team.
 - Partnered with members of engineering, marketing, QA, documentation, and legal to deliver software, web, and Blu-Ray design, UI and content for [editing software] update on very tight schedule.
 - Led the design team by providing strategic and executional leadership for projects including opening animation sequence and alpha transition mattes, Blu-Ray templates, and effect library.
 - Created partnerships with necessary stakeholders in a highly matrixed organization; built communication channels inside and outside the design team.
 - Led the preparation work for executive reviews.

[Software]

- Developed the strategy and implemented the best approach for extensive visual design work considering time, resource, and scope limitations.
 - Ensured project remained on track by working closely with lead designers, engineering project managers, and product designers; secured outside vendors to contribute icon designs; gained consensus with stakeholders across organizations.

[Software]

- Drove results across product designers, human interface designers and visual designers to keep pace with engineering and assured consistency and quality of work for extensive human interface and visual design work; ran frequent and efficient executive reviews of design work.

[Prototypes]

- Facilitated cross-functional teams to ensure full prototype pipeline; consolidated feedback and gained consensus from stakeholders on concepts, prototypes, and final animations.

GLOBAL TECHNOLOGY COMPANY, City, State

Year – Year

Customer Experience Program Manager for software giant with 156,000 employees worldwide

- Served on cross-functional team that developed, managed and offered industry-leading selection of content across venues including Web, software, retail, and firmware.
 - Led definition and execution of detailed customer experience strategies and designs among cross-functional teams that drove company to top of market position in consumer digital photography.
 - Developed joint business foundations that improved business decisions regarding product roadmap, sales data, time lines, design guides, manifests, and shared database.
 - Defined and implemented single artwork supply chain that enabled flexibility and choice for vertical product lines while maximizing leverage with artwork sources.
 - Contributed to design of new cross-product technology, determined content refresh schedule, established metrics and process to define new content opportunities.

PROFESSIONAL EXPERIENCE

(Continued)

OTHER EXPERIENCE

Contractor Product Manager, baby.com, City, State. Project Management Analyst, Timeline Consulting, City, State. Web Producer, Skp, City, State. Manager, Design Department, Global Technology Company, City, State. Traffic Coordinator, Design Department, KRM, City, State.

TECHNICAL EXPERTISE

- MS Office Suite
- MS Project
- Radar
- OmniPlan
- iWork
- Salesforce
- Basecamp
- Content Management Systems

EDUCATION

Bachelor of Fine Arts in Graphic Design, School of Art, City, State, Month Year