

Jack Beaton

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Product Manager

With competitive advantages in User Experience and Software Engineering, including 10 years of experience across the domains of fintech, adtech, mobile devices, academia, aerospace, and the public sector.

Results

- Managed development of flagship startup product from concept to deployment for brokerage app startup over 2 years, first client: \$60B financial services company, resulting in startup acquisition by company with \$30MM/yr revenue
- Designed 3 products starting from zero to complete design, including ideating features, identifying features for Minimum Viable Product (MVP), user research, high-fidelity wireframes
- Prioritized product development queue of 1000 JIRA issues, ending in successful deployment
- Introduced and won budgets for user testing at 3 organizations, conducting or training staff to conduct over 200 user tests, on time and under budget
- Authored 5 peer-reviewed conference and journal publications, with 100+ citations in other academic papers
- One authored paper requested for use by Harvard MBA course, “Contemporary Developing Countries”
- Certified Scrum Master with Scrum Alliance

Management Expertise

- “Blue sky” product design
- Design presentation and buy-in
- Planning & budgeting product work
- Agile development management (Atlassian/JIRA)
- “Lean” validation
- Identifying features for Minimum Viable Product (MVP)
- High-fidelity clickable wireframes/prototypes (Axure)
- Usability testing
- Hiring/training

Professional Experience

PRM.nyc (startup)
Product Manager

Sept 2017 – Present

Developing a Personal Relationship Manager, to help you develop and use targeted cadences to build the new relationships you want to have, not just log the old relationships you already have.

- Product management conducted textbook-style under “Inspired: How to Create Products Customers Love” by M. Cagan, VP of Product at Netscape and eBay
- Lean product validation
- Agile development management

NYIAX (startup)

March 2017 – Sept 2017

Director of User Experience

Investor-funded, 40-person startup building a futures exchange for trading advertising space.

- Led design of world's first advertising futures exchange
 - Designed architecture to unify NASDAQ platform with advertising market, in 4 months
 - Described design decisions with high-fidelity wireframes, Product Requirement Documents (PRDs), architectural diagrams, and product roadmap
 - Presented design decisions to C-level for executive buy-in
- Expanded UX team
 - Justified UX team expansion to management in UX Plan with time/cost estimates
 - Chose hiring criteria, interviewed multiple candidates, negotiated salary, and hired UX Designer
 - Maintained UX Designer task backlog
- Justified design decisions to management with data on users and customers
 - Introduced user testing research methodology to NYIAX
 - Coordinated with Sales staff to recruit prospects matching target user profiles
 - Planned testing and conducted 23 user tests
 - Summarized user data in 19 personas
 - Led weekly check-ins with Customer Support staff to empower them to influence designs and ensure products met customer needs

Scivantage

Oct 2015 – March 2017

Director of User Experience

Financial SaaS company (software-as-a-service) with clients serving brokerage, managed, and adviser-driven investments. 100+ employees, \$30MM/yr revenue, offices in New York & Shanghai. Acquired Malbec startup.

- Led product vision & roadmap of unified investment platform
 - Specified unification of 2 existing systems (Malbec Sqope + Scivantage Investor)
 - Wrote Scivantage policy on mobile/responsive & ADA/accessibility
- Trained subordinate graphic designer into UX Designer
 - Maintained UX Designer task backlog
- Proposed annual user testing budget and won buy-in from executives
 - Trained staff to run monthly user testing
 - 49 user tests conducted

Malbec (startup)

Aug 2013 – Oct 2015

Senior User Experience Designer

Brokerage app startup, bringing advanced, industrial-grade performance reporting power to the everyday investor.

- Managed development of flagship product from concept to deployment (“Sqope”)
 - Developed high-fidelity clickable wireframe prototypes, requirements documents, and marketing materials for sales efforts
 - Managed product work of 2 designers and 3 developers
- Introduced and led Agile development management
 - Led development time estimation with engineers (story points)
 - Introduced velocity tracking and calculated time to completion
 - Wrote over 600 JIRA issues
 - Supervised completion of over 1000 JIRA issues
- Introduced and led user testing methodology
 - Proposed and won user testing budget from management
 - Conducted 59 user tests
- Gave sales demonstrations to clients, resulting in \$60B client signing onto pilot
- Successes resulted in acquisition of Malbec startup by Scivantage

**Accenture
UX Analyst**

Jan 2011 – Aug 2013

Major consulting company. Accenture Experience Agency (AXA) operated as a design agency.

- Rapid-fire projects, requiring hitting the ground running, to provide value within 24 hours
 - Projects ranged in size & complexity, 1 week to 3 months
- Clients in finance, insurance, telecommunications, chemicals, education, and public sector
- Emphasis on quick building of credibility and professional conduct with clients
 - 2 clients proposed extending consulting engagement

Certifications

- Certified Scrum Master, <https://www.scrumalliance.org/community/profile/jbeaton>

Teaching Assistantships

- General Assemb.ly, 2015, *Front-End Web Development (FEWD)*, 4 courses
- Harvard University, 2011, *Design of Usable Interactive Systems*
- Carnegie Mellon University, 2007, *Introduction to Human Computer Interaction for Technology Executives*

Education

- Master’s of Science, Human-Computer Interaction, Carnegie Mellon University, 2007
- Bachelor’s of Arts, Cultural Anthropology, University of Maryland, Baltimore County, 2004