

# 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 paper requested for use by Harvard MBA course “Contemporary Developing Countries”
- Certified Scrum Master with Scrum Alliance

## Management Expertise

- Agile development management (Atlassian/JIRA)
- “Lean” validation / hypothesis testing
- Design presentation and buy-in
- Planning & budgeting product work
- User research
- Identifying features for Minimum Viable Product (MVP)
- High-fidelity clickable wireframes/prototypes (Axure)
- SQL, HTML/CSS/JS

## Selected Experience

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**PRM.nyc** (startup)

Sept 2017 – Present

**Product Manager**

- Market research, concepting, and prototyping a new approach to social networking software
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**Scivantage**

Oct 2015 – March 2017

**Director of User Experience**

*Brokerage software company, 100+ employees, \$30MM/yr revenue. Acquired my previous startup, Malbec.*

- After Malbec startup acquisition, led product roadmap to integrate Malbec software into Scivantage software suite
- Introduced user research practice to Scivantage, training staff to run user testing, under budget

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**Malbec (startup)**

Aug 2013 – Oct 2015

**Product Manager / UX Designer**

*Brokerage app startup, bringing advanced, industrial-grade performance reporting power to the everyday investor. Founded 2013, acquired 2015.*

- Managed development of flagship product from concept to deployment (“Scope”)
  - 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 research methodology
  - Proposed and won user testing budget from executives
  - 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

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**Accenture**

Jan 2011 – Aug 2013

**UX Analyst**

*Major consulting company across industries. 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
- Emphasis on quick building of credibility and professional conduct with clients
  - 2 clients proposed extending consulting engagement

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**Certifications**

- Certified Scrum Master (CSM), 2009, Scrum Alliance

**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, *Human Computer Interaction for Technology Executives*

**Education**

- Carnegie Mellon, 2007, MS/MHCI, *Human-Computer Interaction*
- University of Maryland, Baltimore County, 2004, BA, *Cultural Anthropology*