

Jonathan M. Mueller

Team Leader. Product Expert. Design Evangelist. Wow Pioneer.

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Summary

- Manage all aspects of website and software product development from inception through launch
- Specialize in product management, user experience design & team/organizational leadership
- Extensive program/project management background, product marketing, web/software development & quality assurance
- Combine broad know-how & deep technical expertise generated by 15+ years of real-world business challenges & opportunities

Work History & Achievements

Independent Consulting

Current

Short- & long-term contract web and software product, project & UX work. Projects & relationships with clients in varied industries including eCommerce, Internet Advertising & Healthcare

AudienceScience, Senior Director of Program Management

Bellevue, WA

2016

Hired as a change agent to revamp Program Management department for an enterprise programmatic advertising platform company.

- **Action on Day 1:** Starting on day one, analyzed & optimized business processes associated with sustaining \$38M in annual revenue by introducing or improving tools & procedures to replace poor, reactive practices with high performance processes, efficient workflows & proactive response to business challenges as soon as two weeks after start date
- **360° Activity Tracking:** Coordinated Program Management teams to build Activity Catalog & Dashboard to track & report on more than 300 programs, projects, & complex task activities across the business which produced a comprehensive picture of business engagement, status/progress, & resource allocation to drive both tactical & strategic decision-making across the business.
- **Communication is Key:** Defined & deployed a comprehensive Status Report process that ensured activities & results of 10+ business critical projects & programs remained visible to business stakeholders & responsive to rapid changes

Lyris/Aurea (following Lyris acquisition), Senior Director of Product Management

Emeryville, CA & Seattle, WA

2012–2016

As Aurea: Retained to lead Aurea Email Marketing transition of Lyris' enterprise email marketing software business following acquisition.

- **Portfolio Integration:** Managed transition of Lyris product portfolio (\$30M annual revenue) following acquisition by Aurea & advised senior leadership to navigate integration opportunities & risks associated with legacy Lyris product
- **AWS Migration:** Guided Engineering & Operations in migration of Lyris SaaS and PaaS product infrastructure to Amazon Web Services (AWS), identifying risks, handling customer engagement & assuring minimal disruption to 1000+ business customers
- **Vendor Integrations:** Successfully negotiated key partnerships & vendor agreements including major \$600K contract to ensure continued operations of core product capabilities dependent on 3rd-party integrations

As Lyris: Directed product management, UX design & UI development teams for an enterprise email marketing software company.

- **Roadmap Ownership:** Oversaw and balanced effort for entire roadmap including Lyris HQ (SaaS), ListManager (on-premise) & Lyris Platform (PaaS) products associated with \$30M annual revenue for the business
- **Hands-On Contribution:** Hands-on product managed all new user facing software applications including market analysis, lean requirements gathering & rapid product design for multiple Lyris software features & mini-applications linked to the Lyris Platform
- **Software Delivery Overhaul:** Coordinated program management & team coordination for all Engineering activities resulting in a complete overhaul of the company's delivery process enabling 30 product releases in 9 months
- **Agile (Scrum) Reorganization:** Evangelized & spearheaded reorganization of Product Management, User Experience & Engineering into Agile teams using Scrum best practices to kickstart a re-energized delivery program

WellnessFX, Senior Product Manager

San Francisco, CA

2011–2012

Directed product management & user experience for WellnessFX, a cutting-edge healthcare startup.

- **Sales Channel Feature:** Facilitated channel/customer acquisition with an Easy Onboarding Landing Page System built to scale to thousands of partner locations nationwide. Rollout ensured the company's ability to target a key market opportunity & grow signups by more than 1,000%
- **Customer Acquisition Feature:** Scoped & designed company's Easy Onboarding Health Assessment application to drive customer acquisition, instill brand credibility, collect market data & onboard new sign-ups
- **User Testing Program:** Built the company's user testing program from the ground up, including highly segmented user tester recruiting, training the company in test methodology & facilitating user research sessions

Lyris, Product Manager (Mobile) & Senior UI Designer

Emeryville, CA 2010–2011

Product manager & user experience designer for mobile & SaaS products for an enterprise email marketing software company.

- **Mobile Application Delivery:** Led product management, user experience design, user research, development, testing & go-to-market activities for multiple releases of Lyris HQ Mobile, a mobile application for marketers. User-centered design & alpha/beta program product validation ensured a product rollout that was quickly adopted by customers & provided Lyris with the leading mobile email marketing product
- **SaaS Product Management:** Co-managed product rollout for Lyris HQ Tabbed UI initiative for flagship SaaS product & led all visual design efforts. Front-end development experience & QA background ensured that design was conceived to be functional during the implementation process. Product enhancement measurably improved customer satisfaction with product.
- **SMS Marketing Feature:** Product managed Lyris HQ SMS offering, including developing global pricing, managing 3rd-party relationship, researching market opportunities, delivering product development recommendations to executive management & representing Product in customer engagements

ThoughtWorks, User Experience Designer

San Francisco, CA 2009–2010

User experience designer for a global IT consultancy.

- **Agile/Scrum Training:** Acquired extensive Agile/Scrum expertise through ThoughtWorks' immersive university-style training

Claria, Website Manager & Web Producer

Redwood City, CA 2005–2008

Managed design & production of sites & apps for an Internet advertising company's B2B & B2C sites & properties.

- **Web Team Management:** Managed a cross-functional team to rebrand, redesign & manage the production of Claria's corporate website supporting a significant change in the company's business strategy. The website was praised for its fresh look & appeal to the company's market
- **Website & Application Development:** Produced a website & help system interface for Claria's flagship product, PersonalWeb using a cross-functional team of designers, developers & QA personnel. The site supported the product's launch as well as provided technical support solutions for users
- **Localization:** Oversaw localization of Claria's GAIN website into Japanese & Korean. Worked with a 3rd-party vendor to ensure that the localization project was successful in supporting international customers seeking technical support

Intrax, Website Manager & Webmaster

San Francisco, CA 2003-2004

Managed user experience, visual design & web production for multiple websites & applications:

- **Corporate Site Project:** Project managed the rollout of Intrax' rebranded corporate website in partnership with Marketing & Management teams — within two months, the website experienced a 100% increase in traffic & a 50% increase in inquiries & applications
- **Web Application UI Design:** Project managed & designed the UI front end for AuPairCare Family Room, an online matching system that saved AuPairCare \$200K in annual operational expenses & increased overall program enrollment by 35%
- **Website Design & Production:** Managed design & production of websites for Intrax Education Abroad, Intrax English Institute, Intrax Teacher Exchange & AuPairCare

Software, Design & Development Skills

- **Agile Project Management:** JIRA, Pivotal Tracker
- **Analytics:** Google Analytics, Mix Panel
- **Product Requirements Documentation:** A-Ha, Confluence
- **Productivity & Presentation:** Excel, PowerPoint, Tableau, Word
- **Sketching & Wireframes:** Balsamiq, Omnigraffle, Visio
- **High Fidelity Design Tools:** Adobe Creative Suite (Fireworks, Illustrator, Photoshop)
- **Web & UI Development:** HTML, CSS, JavaScript, PHP, SQL, SVN, Git (SourceTree)

Education

- Master of Arts (German Literature & Cultural Studies), University of California Berkeley
- Bachelor of Arts (German, History) *summa cum laude*, University of Texas at Austin

Languages

- English & German with additional proficiency in French & Spanish