

# Brian Mikol

Product Management | Ruby on Rails Development | User Experience

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## EXPERIENCE

### Product Management & User Experience Consultant

01/2015 – Present

Freelance  
San Francisco, CA

- Fully documented flow & data model of preliminary prototype and designed responsive web app MVP for senior care startup.
- Designed responsive UI for business analyst reporting dashboard for big data SaaS MVP and presented to senior management.
- Rejuvenated lagging progress of custom learning management system (LMS) for development house by assuming product management of international teams and client's QA relationship, yielding delivery of MVP for pilot program.
- Implemented planning, process, and documentation for crowdsourcing mobile app startup, streamlining roadmapping and prioritization while reducing bug regressions.
- Redesigned & relaunched client portfolio website and implemented first list signup.

### Product Manager

06/2012 – 10/2014

Ingenio, LLC (Formerly part of YP Holdings / AT&T Interactive)  
San Francisco, CA

- Delivered instantaneous publishing and launched corporate blog by integrating Orchard CMS & transitioning existing content, reducing publishing person-hours 75%.
- Replaced site search with Apache SOLR and iterated boost algorithm to balance relevancy with known seller quality key performance indicators (KPIs), lowering user re-queries due to higher quality results.
- Delivered redesign of seller dashboard by interviewing prospective users, driving user experience (UX), and iterating features for relaunch of Ingenio.com as life coaching advice e-commerce marketplace.
- Redesigned hybrid sort/filter functionality on marketplace categories into dedicated sorting and filtering features, resulting in higher average call rates.
- Produced PRD to implement appointment deposits to drive higher value calls with \$800,000 estimated 1st year revenue lift and presented to senior management.

### Marketing Programs

04/2008 – 05/2012

Ingenio, LLC (Formerly part of YP Holdings / AT&T Interactive)  
San Francisco, CA

- Acting as business owner, product manager, and UX designer, pitched, built, and grew new article content feature as outcome of SEO project, increasing Google search traffic 45% and shared social traffic 539%.
- Managed seller community programs, balancing representing the company with advocating for the community.

## EDUCATION

### Bates College

Lewiston, ME  
Bachelor of Arts, German

## SKILLS

Agile / Scrum artifacts & ceremonies  
Business Analysis  
Planning & Prioritization  
Project Management  
HTML & CSS  
Ruby on Rails  
Information Architecture  
Prototyping  
Usability Testing  
User Personas  
User Research  
Wireframes  
Content Marketing  
Search Engine Optimization (SEO)

## TOOLS

Atlassian: JIRA, Confluence, BitBucket  
Roadmunk  
Trello  
Google Analytics  
Piwik  
Amazon Web Services (AWS)  
Github  
Heroku  
Adobe Photoshop  
Balsamiq  
InVision

## CERTIFICATIONS / PROFESSIONAL TRAINING

### CareerFoundry

Web Development Bootcamp

**Product School** Software Product Management (SPM)

### Nielsen Norman Group (NN/g)

Interaction Design / UX 3-day course

### Scrum Alliance

Certified Scrum Product Owner (CSPO)

## PROJECTS

### Amazon Alexa Skills (Node.js)

Big Quake Bot  
CalQuakeBot  
Golden Gate Bridge Trivia  
Northfield Mount Hermon Trivia  
Planetary Trivia