

DYLAN NICKERSON

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SKILLS

Career Titles

Project Owner, Product Manager, Business Owner, Strategist, Sr. UX Designer, UX Information Architect, Web Engineer, Front End Developer, Creative Director

Product Ownership

Product Roadmap, Goals, KPI's, Initiatives, Epics, User Stories, Bugs, Project Scope, Release Planning, Sprint Planning, Sprint Review, Sprint Retrospective, Partner Relationships, Gap Analysis, Backlog Grooming, Requirements, Customer Interviews, Agile Development, Product Positioning, Pricing, Budget Forecasting

Product Strategy

Product Lifecycle, Product Strategy, Competitive Analysis, Best Practices Review, Strategic Product Development, Personas, Stakeholder Reviews, Personalization, Wireframe, Prototype, Flows, Style Guides, Usability Testing, Quality Assurance, Analytics, Metrics Points, A B Testing, System Audit, User Adoption, AI, Responsive Design, Omnichannel Experience, User Journey Mapping, Storyboarding, Go-To-Market, Business Intelligence, Logistics

Management Tools

Jira, Confluence, Power Bi, Google Analytics, AdWords, Salesforce, Trello, MS Project, MS SharePoint, MS TFS, Adobe Creative Suite, Adobe XD, Axure Pro, Photoshop, MS OneNote, MS Teams

Project Types

SaaS, PaaS, Web Application, Mobile, CRM, CMS, WCMS, ECM, POS, Dashboards, R&D, Prototypes, E-Commerce, Localization, Front-End Dev, User Experience, User Interface, Wireframes, Scrum, Visio, Axure Pro, Mobile Design

Environments & Languages

Windows .net, Linux, Java, Mobile, Point of Sales Systems, HTML5, Java Script, PHP, CSS3, Ajax, XML, SQL, Agile

WORK EXPERIENCE

Product Owner, LavaSoft - Montréal, QC September 2021 – August 2022

- Responsible for Lavasoft's monetizing and installation software QuickLaunch and H20
- Lead development efforts with multiple remote teams in Canada, Europe, and Asia
- Created Product Roadmap, Quarterly Initiatives, Goals, KPI's and for QuickLaunch and H20 products
- Managed PO's responsible for H20 products such as Lavasoft's H20 Installer
- Improved and promoting monetizing products for Lavasoft's Agile Development Teams
- Partnered with outside Media Buyers on join white-label projects for Monetization with localization design
- Conducted weekly performance meetings and reviews for QuickLaunch and H20 products
- Conducted Grooming Sessions, Sprint Planning Meetings reviewing Sprint Goals and questions for Development
- Managed UI and UX resources for Discovery, Design, Development and Quality Assurance phases
- Wrote Epics, User Stories and Bugs with Jira for overseas Development teams in Ukraine and India
- Documented project information, campaign resources and created release plans with Confluence
- Reviewed and monitored performance and analytics with Power BI
- Improved scale of distribution and increased QuickLaunch user value including improving UX UI

Senior UX Research / Designer, Landtech Data - Royal Palm, FL September 2017 – March 2020

- Partnered with the Executive and Agile Department Teams to define Objectives and Business Roadmap
- Responsible for the redesign of Landtech's Title Transfer software and internal customer service CMS system
- Conducted Stakeholder Interviews, Journey Mapping, Product Audit, Competitive Analysis and Backlog items
- Identified Business Objectives for outlining the Product Lifecycle and Release Plan with Jira
- Transferred client needs and product knowledge to provide prototype solutions for the Business & Dev
- Omnichannel User Experience redesign for new SaaS, Cloud based Title Transfer Software

Product Owner / Development Manager, PreAsk - Fort Lauderdale, FL December 2014 – January 2020

- Successfully raised capital for team formation and Agile Development of the Network Orchestration Platform
- Constructed the Go-to-Market strategy, Product Roadmap, and Release Plans for FindLiveBait.com
- Launched FindLiveBait.com Web Application using PreAsk's Network Orchestration platform
- Designed Omnichannel Experience for FindLiveBait.com's online web application
- Managed Engineering, Sales, Marketing, Customers Support and Infrastructure support teams
- Set Service Pricing on Client Projects and Marketplace Usage Agreements and Ongoing Service Cost
- Lead Client Sales Efforts and maintained client relations with accounts on the PreAsk Platform
- Created Epics, User Stories, and logged Bugs with Jira

Product Development Manager, Azur InfoTech - Chicago, IL January 2015 – November 2015

- Hired to manage the remote Development Team and mend client relations for this third-party software
- Implemented Agile development practices with Remote Engineering Team based in India and CA
- Identified Team Challenges and provided solutions for the fragmented Development Team
- Managed Epics, User Stories, and Bugs with Jira and Confluence
- Successfully steered development efforts back on track, created Release Plan and Sprint Planning

Product Manager, Virtualworks - Boca Raton, FL January 2014 – August 2014

- Bridged the gap between the business departments, clients, and Agile Development groups
- Worked to develop the Product Roadmap and Goals for all VirtualWorks Enterprise Search products
- Conducted Stakeholder Interviews, Competitive Analysis of major US competitors for Gap Analysis
- Performed research through conversations to provide a better Omnichannel Experience
- Evaluated Competitor products, identifying user challenges and successes to product the Release Plan
- Developed Product Roadmap, Quarterly Goals, Initiatives and Release Plan for Sprint Planning
- Accomplished business goals by partnering with Department Heads for aligning business efforts
- Aligned business unit needs into new UX/UI Solutions and coordinating with Marketing Groups
- Translated business goals into Personas, Wireframes and Prototypes, Flow Diagrams and User Stories

UX Strategist & Product Owner, BluePoint Data - Boca Raton, FL January 2012 – December 2013

- Maintained constant visibility on all projects to ensure client feedback was conveyed to my development team and staff in a timely manner and assuring quality of the UX/UI in a Agile environment
- Managed interface development releases throughout the product life cycle stages
- Met and exceeded business expectations by breaking the current IT Provider service level norms
- Successfully brought SkyView to life, by translating conceptual business ideas into rapid Prototypes
- Performed stakeholder interviews with Pomeroy's senior staff and account managers
- Conducted Competitive Analysis and provided UX Best Practice Recommendations for client needs
- Produced Research, Interviews, System Audits for Gap Analysis, Taxonomy, Flows
- Identified system Users Challenges to create Personas, User Journeys for User Story Requirements

User Experience Designer, iS3 - Boynton Beach, FL July 2011 – November 2011

- Managed product strategy process across departments during the Discovery & Agile Development
- Met with stakeholders for Competitive Analysis to identify Gap Analysis and Backlog List
- Created a Product Strategy process to accommodate for 3rd party partnerships
- Researched and provided rapid prototyping to bring conceptual ideas and solutions for Requirements
- Performed a System Audit and Taxonomy Review of outdated Anti Malware service SaaS Software
- Conducted A/B Testing and Analytic Evaluation on conversion rates in Registration Path
- Developed User Personas, Conversion Flow and Journey Mapping for Anti Malware uses

UX Designer, World Avenue – Sunrise, FL October 2009 – March 2011

- Lead efforts as UX/ UI Designer on Kitara Media's online ad network platform product
- Redesigned GUI and User Experience for Kitara's ad placement product
- Wire-framed and developed Prototypes for our client's web-based application
- Designed online media placement application to include localization applied layouts
- Coded HTML5 pages and implemented CSS on a Java framework utilizing Dreamweaver
- Produced branded Graphics Style Guides, Style Sheets and Web Assets for Agile development
- Maintained and updated lead generation landing pages for online marketing

Information Architect, TBC - Juno Beach, FL April 2009 – October 2009

- Translated client feedback and challenges into User Stories in MS TFS for Agile Development Team
- Achieved success with TBC's email campaigns designing a better user experience
- Managed branding integrity across Big O, NTB, Merchants and Tire Kingdom's interfaces
- Worked with Google Analytics review team to establish metric points to increase conversion awareness
- Produced Personas, Taxonomy, User stories, Wireframes from Business requirements with Axure Pro
- Developed solution prototypes for product a new User Experience for TBC websites and POS system

Web Engineer / Information Architect, World Avenue - Sunrise, FL August 2008 – January 2009

- Designed User Experience Flows and Displays for Ad Placement Web-based Application
- Promoted to UX Information Architect to translate conceptual ideas into software requirements
- Developed system Personas, User Stories, and Scenarios for Client Social Networking system
- Travelled 50 percent of the month to develop out of St. Thomas, US Virgin Islands
- Research and Development in St. Thomas to produce Wireframes and Rapid Prototypes

Creative Director/ Webmaster - DayJet - Boca Raton, FL May 2002 – May 2008

- Owned all branding efforts and User Experience projects for DayJet's Agile Development Teams
- Oversaw DayJet's Marketing Publications, Microsites, Media Assets and Marketing Campaigns
- Gained knowledge of CMS, ECM, and other ecommerce web management systems
- Graphically designed and Maintained DayJet's Ecommerce Reservations System and Inhouse Tools
- Provided user experience direction for desktops, smart phones, Kiosk, Microsites, CMS's
- Collaborated & designer DayJet's interior & exterior configuration for 1400 Eclipse 500's
- Creative lead on all user experience branded mediums and Aircraft Configuration efforts

Web Developer, StrategIM – Burlington, VT December 1999 – April 2000

- Designed Marketing content and User Experience Strategies for StrategIM's
- Coded interactive User Interface Graphics, Icons utilizing Photoshop and Flash
- Developed Flash interactive components and managed multiple client websites
- Created Strategy Diagrams, Publications and Service Imagery for Marketing Campaigns

EDUCATION & TRAINING

- Full Sail University, FL – Bachelor of Science, Digital Media *Perfect Attendance Award
- Champlain College, VT – Associate of Science, Multimedia & Graphic Design
- Foster Technical Center, ME – Additional Vocational Diploma, Graphic Design
- Mt. Blue High School, ME – High School Diploma