

# Krystal Muckle

[Krystal.D.Muckle@gmail.com](mailto:Krystal.D.Muckle@gmail.com) | [Portfolio](#) | [LinkedIn](#) | (561) 665-0876

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## PROFESSIONAL SUMMARY

Analytical, self-motivated, and results-oriented **Product Manager** with *8+ years of experience* in program and project management. Proven record translating organization vision, user needs & pain points, strategy, and business goals into designing and successfully launching end-to-end products and programs at scale, within established timelines, and target budgets. Successfully led cross-functional teams effectively, including Operations, Marketing, Developers, UX/UI Designers, Data Analysts, etc. Adept at using data to identify bottlenecks in operational processes and develop effective solutions that solve real problems and ensure process optimization.

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## SKILLS

- **Certification:** *Become a Product Manager LinkedIn Learning Path Certification, Co.Lab Product Manager Certification*
- **Self-Directed Courses:** *Product Design, Market Analysis, Customer Development, Metrics: Defining Success and Measuring Results, Diversity Equity & Inclusion*
- **Technical:** Curriculum & Course Design, Project Management, Data Analysis, Stakeholder Management, Process Optimization, Prototyping, Cross-Functional Collaboration, Agile Methodology, Hypothesis Testing, Product Launch, Strategic Planning, Resource Coordination, People Management,
- **Tools:** Figma, Trello, Canva, Slack, Mural, Qualtrics, Canvas Learning Management System, Notion, Airtable, MS Office (Word, Excel, Outlook, PowerPoint, Access), OneNote, MS SharePoint, InPlace CRM

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## PROFESSIONAL EXPERIENCE

### Co.Lab, Seattle, Washington (remote)

- **Product Manager** 01/2023 - present
  - **Drive end-to-end digital product development**, including product vision, and product strategy to successfully launch [HomeStretch](#), a web app aimed to close the disparity gap to homeownership for first-time homebuyers, from ideation to Minimal Viable Product (MVP), in 8 weeks.
  - **Lead a cross-functional, global team of 4**, including 1 UX/UI Designer and 2 Web Developers, through product planning, agile sprints, retrospective meetings, and product development lifecycle.
  - **Conduct market research** on target customers, competitive analysis, and the homebuying market. Validated problem space by synthesizing data on user needs, behaviors, desires, and pain points from ~40 survey responses and 6 interviews.
  - **Create and prioritize product features** by creating a roadmap, product documentation, user stories, customer journey map, acceptance criteria, technical requirements, scope, success metrics, and effectively manage the product backlog.
  - **Design sketches, wireframes, lo-fidelity & hi-fidelity prototypes** and facilitate concept and usability testing to improve user experience.

### Tech Fleet Community DAO, Portland, Oregon (remote)

- **Product Owner Apprentice** 01/2023 – 03/2023
  - **Collaborate with a cross-functional team of 21**, including 2 Project Leaders, 4 Product Managers, 6 UX Designers, and 8 UX Researchers through product planning, agile sprints, retrospective meetings, and product development lifecycle to develop phase 1 of a B2B SaaS for UX Cabin.
  - **Build 3 user personas** from creating correlation maps and translating 19 interviews into thematic affinity maps.
  - **Deliver product brief** to the client to communicate product vision, business goals, user and market research, and strategy insights.
  - **Create and prioritize product requirements** by building a roadmap, goals, key features, success metrics, and scope.
  - **Manage and prioritize** the product backlog for strategy, research, and design.
  - **Create and deliver MVP and MMP product briefs** to the client outlining objectives, product description, user segmentation and features.

### Keypath Education, Schaumburg, Illinois (remote)

- **Placement Specialist (Product Specialist)** 06/2021 - present
  - **Achieve over 220 placements** by delivering market research to identify target market, market conditions, forecasting, and industry trends to secure quality clinical rotation placement sites for clients in the ABSN, AGPCNP, RNMSN, PMHNP, and FNP programs in the Nursing product portfolio.
  - **Execute 80+ new affiliation agreements and retain 70% of clients each semester** by nurturing partner relationships with hospitals, community facilities/clinics, healthcare systems, and other agency sites across the country.
  - **Launch the MSW and Counseling programs for 2 partners** within the Allied Health product portfolio.
  - **Retain 100% of clients** by identifying needs/pain points and presenting intervention methods and progress to 30+ internal and external stakeholders.
  - **Develop and implement the Declination Policy** for newly launched MSW program for client partner and 153 clients outlining clients responsibility to communicate and follow through with internship placement opportunities.

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## Florida Gulf Coast University, Fort Myers, Florida

- **Assistant Director (Program Manager) for Academic Initiatives & Assessment** 06/2019 - 06/2021
  - **Co-Managed 9 full-time employees, 120 part-time employees, and 4,700 clients**, to advance the mission, vision, and core values of the Office of Housing & Residence Life.
  - **Increased residential student learning of curriculum program goals and outcomes by over 60%**, from Fall 2020 to Spring 2021, by leading a cross-functional curriculum taskforce of 8, including Marketing, Operations, B-level Executive, and Program Coordinators, to research, vision, strategy, roadmap, and execute a departmental residential curriculum.
  - **Achieved 86% overall satisfaction** by leading the strategic planning and expansion of the Living Learning Communities program, including marketing, recruitment, occupancy, communication, assessment & evaluations, and event planning, partnering with Academic Affairs and the Office of First Year Experience.
  - **Maximized academic impact, achieving 82% on Skyfactor Benchmarking Assessment**, by leading the strategic planning, marketing, execution, assessment, and expansion of departmental and cross-university academic initiative programs, for 4,700 clients.
  - **Decreased the churn rate by 50% within the first year after launching the Soar4Success Program**, in collaboration with a cross-functional DFW Taskforce, including C-level Executives, Data Scientists, and Program Managers, to decrease DFW rates and increase retention of at-risk first-time in college residential clients.
  - **Increased the number of applicants by 36%** by redesigning the Living Learning Communities application process and integrating software systems.
  - Oversaw an annual budget of \$48,000.

## University of Central Florida, Orlando, Florida

- **Coordinator (Program Coordinator) of Residence Life & Education** 05/2016 - 06/2019
  - **Led a team of 25 employees** to oversee the day-to-day operations of a multi-building residential area including safety and security, occupancy management, student development frameworks, residential curriculum, key management, front desk operations, and room inventory for more than 800 clients.
  - **Managed the departmental curriculum program**, including departmental assessment, lesson plan development, and training for 36 professional employees, 300 part-time employees, and 11,600 clients, in absence of the Assistant Director (Program Manager).
  - **Managed 11 living-learning community programs**, including marketing, recruitment, event planning, assessment & evaluations, occupancy, and budgets, in absence of the Assistant Director (Program Manager).
  - **Achieved a total user engagement of 15,123** unique visits/participation between May 2016 - April 2019.
  - **Increased retention of clients by 42%** in 2, at-risk buildings from YoY by implementing outreach strategies for first-time college residential clients.
  - Oversaw an operating budget of \$17,000.

## Illinois State University, Normal, Illinois

- **Residence Hall Coordinator (Project Coordinator)** 07/2014 - 05/2016
  - **Led a team of 19** part-time employees to oversee the day-to-day operations for a traditional-style residential area.
  - **Created, defined, and executed 7 project plans** to fit stakeholder and customer needs and deliver within budget, including project scope, objectives, cross-functional collaboration, project tracking, and project evaluations.
  - **Achieved a total user engagement of 7,000** from 2014 - 2016 by coordinating with 50+ internal and external stakeholders to plan, market, execute, and assess 453 events and programs.
  - **Retained 83% of clients** through risk management and developing safety plans for clients in crisis, including mental illness, homelessness, etc, requiring interventions due to disruption in the normal course of academic study.
  - Oversaw an operating budget of \$10,000.

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## EDUCATION

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### University of Washington, Seattle Washington (remote)

- *Inclusive Product Management Accelerator Fellow* 09/2022 - 12/2022

### Florida Atlantic University, Boca Raton, Florida

- *Higher Education Leadership, Master of Education* 08/2012 - 05/2014
- *Criminal Justice, Bachelor of Arts* 08/2007 - 05/2012