

Krystal Muckle

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PROFESSIONAL SUMMARY

Analytical, self-motivated, and results-oriented **Product Manager** with *9+ 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, Engineers, Product Managers, 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.

SKILLS

- **Projects:** *Munchkin Match, HomeStretch, Async, G.R.O.W, Soar4Success,*
- **Certifications:** *Become a Product Manager LinkedIn Learning Path Certification, Co.Lab Product Manager Certification, In the Lab Product Management Incubator*
- **Skills:** Product Lifecycle Management, Project Management, Data Analysis, Stakeholder Management, Process Optimization, Wireframes and Prototyping, Cross-Functional Collaboration, Agile Methodologies, Market Research, User Experience (UX) Design, Hypothesis Testing, Strategic Planning, Resource Coordination, People Management, Curriculum & Course Design, *Diversity Equity & Inclusion*
- **Tools:** Figma, Trello, Canva, Slack, Jira, Mural, Qualtrics, Miro, Canvas Learning Management System, Notion, Airtable, MS Office (Word, Excel, Outlook, PowerPoint, Access, SharePoint), OneNote, InPlace CRM, Tableau, Campus Labs Baseline, StarRez, Coda, Softr, Glide
- **Interests:** Traveling, Fitness, Arts & Culture, Music, Podcasts, Learning

RELEVANT EXPERIENCE

In the Lab Product Management Incubator, Chicago, Illinois (remote)

- **Product Manager** 05/2023 - 08/2023
 - **Led end-to-end agile, digital product development** to successfully launch [Munchkin Match](#), a B2C web app MVP aimed to help parents and guardians find and connect with quality childcare facilities.
 - **Led a team of 4** through agile methodologies and project management process, including product planning, agile sprints, defining project scope, timeline, and monitoring progress.
 - **Conducted in-depth market research** including competitive analysis, TAM/SAM/SOM, and 8+ user interviews to identify market trends and customer pain points to guide product vision, product strategy, and feature prioritization.
 - **Created comprehensive product documentation**, including PRD, PRFAQs, user stories and acceptance criteria, use cases, edge cases, and user journey maps.
 - **Designed sketches, wireframes, lo-fidelity & hi-fidelity designs** to align user needs and business objectives.
 - **Developed and managed product roadmap and product backlog**, aligning and prioritizing feature releases with business objectives.
 - **Conducted product and usability testing** to identify and document bugs to iterate and improve design, feature stability, and functionality.
 - **Conducted regular stakeholder meetings** to present roadmap updates, gather feedback, and ensure alignment with evolving business priorities.

Co.Lab, Seattle, Washington (remote)

- **Product Manager** 01/2023 - 03/2023
 - **Spearheaded end-to-end digital product development** to successfully launch [HomeStretch](#), a B2C web app MVP aimed to close the disparity gap in homeownership for first-time homebuyers.
 - **Led a cross-functional, global team of 4**, including 1 UX/UI Designer and 2 Engineers, by coordinating product planning, agile sprints, retrospective meetings, and product development lifecycle.
 - **Conducted ongoing, in-depth market research** on target customers, competitive analysis, and the home-buying market. Synthesized data on user needs, behaviors, desires, and pain points from ~40 survey responses and 6 interviews. Presented key insights to the product development team.
 - **Created and prioritized 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.
 - **Designed sketches, wireframes, lo-fidelity & hi-fidelity designs** and directed concept and usability testing to improve user experience.

Tech Fleet Community DAO, Portland, Oregon (remote)

- **Product Owner** 01/2023 - 03/2023
 - **Collaborated 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 ceremonies (including sprint planning, daily stand-ups, retrospective meetings, and backlog refinement) to develop phase 1 of [Async](#), a B2B SaaS for UX Cabin.
 - **Built 3 user personas** by translating correlation maps from 19 interviews into thematic affinity maps.
 - **Delivered initial product brief** to the client to communicate product vision, business goals, user and market research, and product strategy insights.
 - **Created and prioritized product requirements** by building a roadmap, goals, key features, success metrics, and scope, and identified constraints and technical challenges.
 - **Owned and prioritized the product sprint backlog** for the strategy, research, and design teams.
 - **Created and delivered MVP and MMP product briefs** to the client outlining product vision, business goals, market research, user segmentation, product description, strategy insights, and features.

PROFESSIONAL EXPERIENCE

Keypath Education, Schaumburg, Illinois (remote)

- **Product Specialist** 06/2021 - present
 - **Generate ~\$5 million in revenue by securing ~500 placements** through comprehensive market research, identifying target markets, analyzing industry trends, and forecasting market conditions, ensuring quality clinical rotation placement sites for clients in the Nursing and Allied Health OPM product portfolio. Drive strategic decision by effectively communicating and reporting key insights to 30+ various

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levels of internal and external stakeholders.

- **Launch the MSW and Counseling programs for 2 university partners** within the Allied Health product portfolio.
- **Execute 120+ new affiliation contracts** by managing partner relationships with hospitals, community facilities/clinics, healthcare systems, and other agency sites nationwide. Collaborate seamlessly with legal teams and external partners, fortifying critical alliances that expand operational reach and drive organizational growth.
- **Retain 80% of healthcare partners semesterly** by cultivating strong relationships with healthcare networks. Leverage the InPlace CRM system to meticulously track client and partner interactions, analyze user behavior, and implement data-driven improvements, resulting in enhanced partner engagement and satisfaction.
- **Increased operational efficiency by 15%** through meticulous process analysis, identifying workflow inefficiencies, and proposing process enhancements. This optimization results in streamlined operations, cost savings, and improved productivity.
- **Retain 100% of clients** by identifying needs and executing strategic interventions. Delegate tasks to the Placement Coordinator for resolving clinical placement challenges, resulting in exceptional client satisfaction and continued partnership success.
- **Collaborate with cross-functional teams**, including business units, the product launch/Go-to-Market team, placement operations, and external partners. Develop innovative marketing strategies to enhance brand visibility, acquire new clients, and drive long-term profitability growth.
- **Trained 15 staff members** on product knowledge, sales, policies & procedures, stakeholder & client management, and customer service.

Florida Gulf Coast University, Fort Myers, Florida (on-site)

- **Program Manager, Academic Initiatives & Assessment** 06/2019 - 06/2021
 - **Co-managed 9 full-time employees, 120 part-time employees, and 4,700 clients**, successfully advancing 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%**, between Fall 2020 to Spring 2021. Led a cross-functional curriculum taskforce of 8, including Marketing, Operations, B-level Executive, and Program Coordinators, to research and develop the vision, strategy, roadmap, and execution of a departmental residential curriculum. **Decreased operational costs by 46%.**
 - **Achieved 86% overall satisfaction** by spearheading the strategic planning and expansion of the Living Learning Communities program, including marketing, recruitment, occupancy, communication, assessment & evaluations, and event planning, enhancing the student experience. Partnered with Academic Affairs and the Office of First Year Experience.
 - **Achieved 82% on Skyfactor Benchmarking Assessment**, by leading strategic planning, marketing, execution, assessment & evaluation, and expansion of departmental and cross-university academic initiative programs, for 4,700 clients; maximizing academic impact.
 - **Reduced churn rate by 50% in the inaugural year following the launch of the Soar4Success Program.** Collaborated with a cross-functional DFW Taskforce, including C-level Executives, Data Scientists, and Program Managers, to decrease DFW rates and increase retention for 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 (on-site)

- **Program Coordinator, Residence Life & Education** 05/2016 - 06/2019
 - **Led a team of 25 employees** to manage the daily operations of a multi-building residential area, including safety and security, occupancy and key management, student development, front desk operations, and room inventory for more than 800 clients, ensuring exceptional customer service and client satisfaction.
 - **Oversaw the departmental curriculum program**, including program objectives, logistics, departmental assessment, lesson plan development, marketing, outreach strategies, metrics, data tracking, and training & development for 36 full-time employees, 300 part-time employees, and 11,600 clients, in absence of the Program Manager.
 - **Managed 11 living-learning community programs**, including marketing, recruitment, event planning, logistics, metrics, assessment & evaluations, occupancy, data tracking, and budgets, in absence of the Program Manager.
 - **Generated a total user engagement of 15,123** unique visits/participation from May 2016 to April 2019.
 - **Increased client retention by 42%** in two, at-risk buildings from year-over-year through the strategic implementation of outreach strategies tailored to first-time college residential clients.
 - Oversaw an operating budget of \$17,000.

Illinois State University, Normal, Illinois (on-site)

- **Project Coordinator** 07/2014 - 05/2016
 - **Led a team of 19** part-time employees to oversee the daily operations of a traditional-style residential area.
 - **Created, defined, and executed 7 project plans** tailored to fit stakeholder and customer requirements within budget, including project scope, specifications, objectives, deliverables, cross-functional collaboration, project & data tracking, and project evaluations.
 - **Generated a total user engagement of 7,000** from 2014 to 2016 by collaborating with 50+ internal and external stakeholders to plan, market, execute, and assess 453 events and programs.
 - **Retained 83% of clients** through risk management and crafting safety plans for clients in crisis, such as mental illness, homelessness, etc, requiring interventions due to disruption to academic progress.
 - Oversaw an operating budget of \$10,000.

EDUCATION

University of Washington, Seattle Washington (remote)

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

Florida Atlantic University, Boca Raton, Florida (on-site)

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