

Nick Sooter

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PROFESSIONAL SUMMARY

Goal-driven and enthusiastic Product Owner with a passion for product development, a keen eye for understanding user needs and market trends, and a strong foundation in both Business Administration and software engineering. Proven history of guiding cross-functional teams towards the successful realization of innovative and customer centric products. Armed with a profound comprehension of agile methodologies, UX design, and prevailing market trends, possess a remarkable ability to translate business objectives into tangible product roadmaps.

SKILLS AND COMPETENCIES

- **Competencies:** Product Management, Agile Methodologies, Prototyping and Wireframing, Customer Empathy, User Story Creation, Product Roadmapping
- **Business Acumen:** Requirements Gathering, Stakeholder Management, Market Research, Data-Driven Decision Making
- **Technical language :** JavaScript (ES5 and ES6), React, HTML5, CSS3, Sass, Bootstrap, Tailwind, Zustand, Redux, Node.js, Express, MongoDB, MySQL, PostgreSQL, RESTful API , Vim, Git, npm, Webpack, Babel
- **Testing and Deployment:** Jest, Mocha, Chai, AWS EC2
- **Agile Tools:** JIRA, Confluence, Miro, Trello, Figma, Kanban, Slack, Circle

PROFESSIONAL CERTIFICATIONS

- **PSPO-I:** Professional Scrum Product Owner, Scrum.org
- **ICP:** Certified Agile Professional, ICAgile
- Agile Fundamentals with Scrum, Product Owner Foundation, Mastering User Stories - Agile Academy
- **Software Engineering Program:** Hack Reactor

WORK EXPERIENCE

HealthNut

Product Owner (Part-time)

Apr 2023 - Present

- Leads legacy product redesign, incorporating user feedback and data analysis to guide a redesign leading to a 20% reduction in user friction, and increased conversion rates.
- Refines user stories for feasibility, resulting in a decrease in development delays and on-time delivery of critical features.
- Facilitates bi-weekly sprint planning sessions, fostering a culture of continuous improvement and collaboration, reducing feature rework by 20%
- Collaborates closely with stakeholders, including developers, designers, and marketing teams, to deliver major product releases ahead of schedule, exceeding client expectations.
- Coordinates data management from MongoDB, MySQL, and PostgreSQL databases, ensuring seamless integration of backend functionalities into frontend applications.
- Leads migration projects, improving system performance and eliminating critical vulnerabilities, enhancing overall product stability.
- Leads design and customization styles with CSS3, Sass, Bootstrap, and Tailwind, achieving consistent branding and a visually appealing user experience across multiple projects.

- Boosts development team understanding by 30% through dynamic wireframes and flowcharts, expediting decision-making and reducing errors.

Dillard's

Product Analyst

Nov 2022 - Present

- Synthesizes customer needs and preferences within a dynamic retail landscape, increasing customer satisfaction scores by 15% through tailored recommendations and solutions.
- Utilizes data analysis techniques to identify trends and customer behaviors, optimizing product placement and merchandising strategies.
- Managed interdepartmental collaboration efforts, leading to a 25% reduction in response time for customer queries and seamless alignment of sales targets, promotions, and strategies across teams.
- Facilitates requirement gathering with stakeholders and product discovery with the teams and subject matter experts to develop and craft department goals and vision.
- Successfully navigates market shifts and emerging trends, promptly integrating new product launches and market shifts, which contributed to an increase in product innovation adoption.
- Conducted in-depth market research and customer interviews to identify pain points, to create targeted product enhancements increasing upsell opportunities by 18%.

Farmers Insurance

Analyst

Apr 2020 - Jun 2021

- Introduced agile practices to prioritize initiatives, to allow regular feedback from users and to encourage collaboration and transparency among the team members.
- Analyzed customer behavior and sales trends to forecast business and fees into actionable marketing and sales plans.
- Effectively managed a portfolio of 1,000+ policies, leveraging agile methodologies to provide insightful advice to clients, resulting in an impressive 15% increase in policy renewals and a boost in customer loyalty.
- Led successful integration of new Agency MVP software, streamlining sales processes and optimizing efficiency by 30%, while efficiently training the team for a seamless transition to the new tool.
- Conducted regular market analysis and competitor research, identifying gaps and opportunities that guided the development of new features.
- Acted as a technical liaison during sales meetings, providing insights and answering technical questions, improving sales team credibility and trust with clients.

EDUCATION

Colorado Mesa University, *Bachelor's Degree* in Finance