

DYLAN NICKERSON

Fort Lauderdale, FL | 561.543.8006 | dylannickerson@hotmail.com | www.Linkedin.com/in/dylannickerson

11 Years of Product Management
18 Years of Product Strategy
24 Years of Software Development
16 Years of Research and Development
26 Years of User Experience (UX)
26 Years of UI Design (UI)
25 Years of Front-End Development
11 Years of Startup Environment Experience

SKILLS

Career Titles

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

Product Management

Product goals, Release Planning, Product Management, Product Positioning, Product Roadmap, Program Management, Team management, Product Lifecycle management, Requirements gathering, User Acceptance Testing, Quality control, Management Leadership, Project management, Employee orientation, Partner Relationships, Pricing, Product Lifecycle, Project coordination, Software project management, Adoption Strategies, Organizational skills, Sprint Planning, Proposal writing, Presentation skills, Customer Support, Backlog Grooming, KPI, OKR, Product Positioning, Go-to-Market Strategy, Sprint Planning, Sprint Review, Budgeting, Project Scope, Product Demos, Data-Driven Decision Making, Continuously monitor product performance, Risk Management

Product Strategy

Product Strategy, Stakeholder Reviews, Best Practices Review, User Interviews, Competitive Analysis, Business analysis, Gap Analysis, Conversion Optimization, System Audit, Metrics Points, Survey Design, Style Guides, Design Research, Design controls, Marketing, Data analysis, Omni Channel Experience, Strategic Product, Flows, Analytics, Information Architecture, A B Testing, Project Scope, Quantitative Research, Google Analytics, User Research, User Journey, Wireframing, Prototyping, SEO Strategies, Storyboarding, System Design, Technical Writing, Market Research

Management Tools

Jira, Confluence, Microsoft Team Foundation Services (TFS), Axure, Magento, Microsoft Project, Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Power BI, Adobe Suite, Adobe XD, SharePoint, Trello, Dreamweaver, Visio, Kanban, Postman, Photoshop, Figma, OneNote, Creator, Axure Pro, GitHub, AWS services, EC2, S3, Lambda

Project Types

Research and Development, APIs, Enterprise software, Application development, Software, Dashboards, PoC, E-commerce, ERP systems, ECM, POS, CRM, Web Apps, Windows, DevOps, Personalization, SaaS, PaaS, Platforms API, Content Management, CMS, Systems, WCMS, REST, Web design, Motion SVG graphics, E-Commerce, React Native, Mobile Applications, Data Visualization, Prototypes, Live chat, Big data, Data Warehouse, AI, Simulators, Localization, User Adoption, 3d Animations, RT3d Unity Creator, Elastic Search, Machine Learning, Enterprise Search, Data Management, Data Governance, Metadata, AI/ML, Cloud Based Applications, Mobile

Environments & Languages

Windows .net, Scrum Agile, Development, Azure, AWS, HTML5, CSS3, CSS4, RT3d, JavaScript, Ajax, Angular, Responsive Design, Oracle, , TFS, XML, API, Futtter, React Native

WORK EXPERIENCE

Technical Product Manager, LP Media & Design – West Palm, FL March 2024 – Present

Content Management System

- Responsible for client relations, scope of work, development roadmap and project budget for Mobile Products
- Interviewed Business Leaders, Engineers and Clients for priority and knowledge transfer
- Conducted System Audits and Competitive Review for product Competitive Strategy
- Lead project design and development efforts managed with Confluence
- Produced Scope and Product Roadmap presentations to review proposed solution with Staff and Clients
- Gathered project requirements to write Epics, Stories, and development tracking utilizing Jira

Senior Product Manager, Walmart Global Tech – Hoboken, NJ January 2023 – January 2024 (Contract)

Enterprise Search and Data Management Software

- Hired to Lead Teams of Product Managers and leverage the struggling WDP in the system design
- Responsible for all Product User Experience Development in the cloud-based Walmart Data Portal
- Successfully saving 3 million dollars in the first six months of launching the Walmart Data Portal application
- Decisionmaker for all User UI and User Experience for the team of 12 Product Owners on the WDP Product
- Partnered with key resources within the organization for continuous feedback from all areas involved
- Interviewed Staff and Stakeholders to identify challengers to set priority in Product Strategy in the WDP
- Conducted Product Strategy to identify action items for priority, OKR's and quarterly Roadmap
- Wrote Epics, User Stories and bugs in Jira for Development teams in the United States and India
- Mentored and trained Jr Product Owners in Product Development and Mobile React Native Product Strategy

Technical Product Manager, PreAsk - West Palm, FL December 2022 – March 2023 (Contract)

Content Management Software

- Lead Team to Improve scale of distribution and increased productivity for Okeechobee Steakhouse
- Responsible for Product Roadmap, KPI's, UX Design, Development and Release Plans for AI/ML projects
- Tasked with to produce a Solution and Specifications for the Development of a Mobile Check Application
- Performed stakeholder interviews with Okeechobee Steakhouse senior management, staff, and managers
- Identified Business needs and objectives to product the Product Roadmap, Timeline and Budget
- Discovery Research conducted with Power BI, Stakeholder information for Prototypes produced with Adobe XD
- Produced Personas, Taxonomy, User Journeys, User Stories, Wireframes and Acceptance criteria for Backlog Items
- Analysing the Business, Designing for the Development of a React Native Mobile Application within a fixed budget
- Best Practice UX UI Design specifically for the User with daily physical task needs and Mobile implementation

Senior Product Owner, LavaSoft - Montréal, QC September 2021 – August 2022 (Contract)

Online Marketing and Lead Generation Software

- Responsible for Lavasoft's monetizing and installation software H20, QuickLaunch and Web Companion
- Lead Team in 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 Product Owner team responsible for H20 products such as Lavasoft's H20 Installer
- Partnered with outside Media Buyers on join white-label projects for Monetization with localization design
- Grooming Team, Sprint Planning Meetings reviewing Sprint Goals and questions for Development with Jira
- Oversaw UI and UX resources for Discovery, Design, Development and Quality Assurance phases
- Wrote 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 integrated with Oracle

Technical Product Owner, Landtech Data - Royal Palm, FL September 2017 – March 2021

Title Transfer Software

- Partnered with the Executive and Department Teams to define Objectives and the Business Roadmap
- Lead Team in 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
- Developed an Omnichannel User Experience redesign for new SaaS, Cloud based Title Transfer Software

Product Manager, PreAsk - Fort Lauderdale, FL January 2014 – August 2017

Network Orchestration Software

- 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 and AI/ML requirements
- Managed Engineering, Sales, Marketing, Customers Support and Infrastructure support teams
- Set service pricing on Client Projects and Marketplace Service Agreements
- Lead Team efforts and maintained client relations with accounts on the PreAsk Platform
- Backlog Grooming, Sprint Planning, User Stories, requirements, acceptance criteria and logged Bugs with Jira
- Developed Product Roadmap, Quarterly Goals, Initiatives and Release Plan for Sprint Planning
- Conducted Stakeholder Interviews, Competitive Analysis of major US competitors for Gap Analysis
- Performed research through conversations to provide a better Omni channel experience
- Evaluated Competitor products, identifying user challenges and successes for Release Planning
- Utilized Salesforce for research, journey mapping and system integration development efforts for Marketing & Sales
- 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

Product Owner & UX Strategist, Bluepoint Data - Boca Raton, FL March 2011 – December 2013

Information Technology Software

- Owned three AI/ML Products for this IT Solutions Provider for Clients of 3 – 15 Million annual account income
- Managed SkyView's development releases throughout the product lifecycle stages
- Exceeded business expectations by, breaking the current IT Provider service level norms with my system design
- Successfully brought SkyView an AI/ML App to life, by translating conceptual business ideas into rapid prototypes
- Conducted Competitive Analysis and provided UX Best Practice Recommendations for client needs
- Produced Research, Interviews, System Audits for Gap Analysis, Taxonomy, Flows

Senior UX Designer, World Avenue – Sunrise, FL October 2008 – March 2011

Internet Marketing Software

- Lead Team 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
- Designed User Experience Flows and Displays for Ad Placement Web-based Application
- 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 & Front-End Engineer - Dayjet - Boca Raton, FL May 2002 – May 2008

Aviation Software

- Owned all branding efforts and User Experience projects for DayJet's Agile Development Teams
- Graphically designed and Maintained DayJet's Ecommerce Reservations System and 12 Internal Applications
- Provided user experience direction for desktops, smart phones, Kiosk, Microsites, CMSs, and AI/ML needs
- Travelled to LA collaborated & designer DayJet's interior & exterior configuration for 1400 Eclipse 500's
- Creative lead on all users experiences branded mediums and Aircraft Configuration efforts

EDUCATION & TRAINING

- Masters worth of Development Experience, from 24 Years of hands-on Enterprise Software Development
- Full Sail University, FL – Bachelor of Science, Digital Media, *Perfect Attendance Award*
- Champlain College, VT – Associate of Science, Multimedia & Graphic Design
- Foster Technical CTE, ME –Vocational Diploma, Graphic Design, *Graphic Design Scholarship*
- Mt. Blue High School, ME – High School Diploma