

Shannon Sieber.

Product Leader with a UX Pedigree.

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Summary

A seasoned Product Management professional with proven expertise in User Experience. Skilled at bridging the gap between visionary ideation and practical agile execution. Empathic, customer-centric leader capable of partnering with all teams, highlighting successful engagements with executive leadership and agile development teams.

Experience

Hubbl | Escondido, CA

2019-2021

Senior Product Manager

Initially a marketplace store, there was interest in potential expansion opportunities. Covid-inspired a remote delivery service with a non-touch locker-based delivery system. Offered overall context and direction as to available technologies that supported potential business strategies.

- Led overall strategy exploration and design thinking workshop.
- Architected a multi-faceted solution encompassing locker hardware and a mobile storefront.
- Oversaw the SWAT analysis of the concepted solution, resulting in an anticipated \$4.25B opportunity.
- Initiated development partner search and selection.
- Managed overseas software development team.
- Negotiated and secured pricing for \$2.5M in hardware components, including firmware updates, technical support and API expansion.

Medimpact | San Diego, CA

2018

Product & UX Consultant

Medimpact had launched a pharmacogenomics trial tapping into the \$6B market. Was selected specifically for the combination background of both Product Management and User Experience – with the intent of turning the beta program into a potential product offering.

- Enlisted pharmaceutical experts to aid in data set translations from beta one.
- Directed competitive analysis on other offerings coming to market.
- Engaged with executive staff to assess current beta one results and errors.
- Led design thinking workshop to plan for a second beta.
- Provided execution plan for a second beta with a budget under \$500k.

Bigfoot Biomedical | Milpitas, CA

2016-2017

Principal Product Designer

Tackling a \$2B Diabetes market landscape, the initial solutions heavily focused on needs specific to T1D, by creating an artificial pancreas – this included algorithms, hardware and software. Initially brought in as a Principal UX Designer, the role quickly evolved into a Strategic Product Management.

- Led design thinking workshops to capture the user types and use models the solution needed to address.
- Conducted nationwide qualitative user studies (151 participants) to assess the variability of the use patterns.
- Managed an 18-month road map for the software and developed a corresponding backlog in JIRA from which to run to Lean Agile sprints for engineering teams.

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- Hosted company-wide design review sessions for hardware, packaging, UI, portal, and education.
- Patented 4 unique user interface patterns, for both hardware and software.
- Launched education arm of product offering, leading clinical advisors for content direction, graphic designers for artwork, educators for direction, resulting in executive staff approvals.
- Partnered with development team and UX team to ensure feature/functionality met requirements.
- Participated in the development conversion from Lean Agile to the SAFe development methodologies.
- Prepared documentation for Pivotal FDA trial.

Asurion | San Mateo, CA

2015

Creative Director (transitional)

The R&D satellite office required a “working culture” reboot to better innovate for the telecoms. Served as a transitional director to realign development teams to Agile models, in preparation to reengage with corporate HQ.

- Introduced design thinking workshops and methodologies.
- Converted Engineering teams from waterfall to Lean Agile.
- Created a team of 7 UX professionals to support the work of 4 engineering teams.
- Led cross-functional development efforts to drive new optimizations leading to increased NPS, for Verizon and AT&T concurrently.

Good Technology (Blackberry) | Sunnyvale, CA

2014-2015

User Experience Director

With the NextGen evolution of the flagship product suite in progress, was hired to oversee both the execution of executive directives as well as the customer delivery efforts.

- Led 5 globally distributed development teams – China, Norway, Singapore, San Diego, Sunnyvale
- Founded “UX Agile” – a system wherein UX integrates into the same sprinting model as engineering, in JIRA.
- Managed 3 User Experience design teams supporting the Agile development teams.
- Created and maintained the annual roadmaps and quarterly JIRA backlogs for 3 products/6apps.
- Hosted customer visits and review cycles as well as analyzing annual feature requests.
- Conducted quantitative user experience studies on new navigation techniques.

innoPath | Sunnyvale, CA

2011-2013

Director, UX and Product Management

innoPath had 2 main product lines addressing the changing landscape of mobile devices in the early days of Android and iOS. One product provided FOTA (firmware over the air updates) sold to the Telecom customers. The other product line addressed the growing pains of the mobile phone and novice users, provided to consumers by the Telecom. The 12-year-old company required a complete reboot to sell products as NextGen and to pitch to investors as a startup.

- Hosted design thinking sessions with executive staff resulting in a rebrand highlighting the companies updated move to SaaS.
- Led executive staff through ideation to execution.
- Conducted international study of Vodafone support centers (UK).
- Redesigned UI (user interface) and IxD (interaction design) on both product lines.
- Directed engineering effort on implementation of UX (user experience) updates.
- Designed complete corporate communications and messaging package for both sales, and investor pitch decks.

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- Conceptualized and delivered globally presented trade booths – presenting in person at MWC Barcelona.
- Launched a gorilla marketing campaign, support AC2 app launch, creating a social media presence from the ground up.

iPass | Foster City, CA

2009 - 2011

Sr. User Experience Designer

iPass was an MDM company creating products used by consumers but sold to telecoms. Partnered with engineering and product management to redesign their Windows, Mac, Mobile OS, and administrative portal interfaces.

- Created UX stories and tracked work in Rally in collaboration with Product Management.
- Hosted design review sessions with executive staff.
- Led quantitative user studies on the effectiveness of new UI (user interface) elements.
- Attended customer review meetings.
- Attended WWDC, introducing Xcode to the organization for iOS UI work.

Cisco Systems | San Jose, CA

2004-2009

Enterprise Portal Manager

Business Intelligence UX Designer

Program Manager of Internet Tools

Initially hired to work for their Worldwide Sales team, to manage the enterprise customer portal. Transferred over to Worldwide Service Provider to directly manage accounts for the Telecom clients.

- Implemented customer change requests to worldwide portal.
- Directly added feature/functionality via widget technology to the portal.
- Led technology exploration for team collaboration models – including Jive and Workspace.
- Assisted with systems integration during Webex acquisition.
- Consulted on the Enterprise Portal PRDs – in waterfall style execution.
- Prototyped over a dozen web-based solutions - facilitating Executive selling strategies.
- Created data portals, that the WebDev team integrated into their services portfolio.

Education

Udemy – Social Media Marketing Certificate

2017

Mission College, Santa Clara – Brand & Design

2006

Minolta – Sandler Selling System

2002

e-Learning Center- User Interface Design

2001

San Jose State University – Bachelor of Arts, Child Development

1996