

JAKE CARLSON

PRODUCT DEVELOPMENT LEADER

WORK EXPERIENCE

Product Manager (Team Lead) 2019 – present
Administrate Inc Remote

Hired and coached a team of Product Managers to develop features for an enterprise B2B training management SaaS platform.

- Drove organizational transformation to scale the business through autonomous product development teams.
- Championed sustainable project management practices to consistently deliver solutions for enterprise customers on schedule.
- Collaborated across departments to shape repeatable processes.

Principal Product Manager 2018 – 2019
Oracle, Inc Austin, TX

Drove organizational change to use a more data-driven approach to strategic project prioritization, agile roadmap planning, and user behavior analysis for an enterprise social listening, engagement, and publishing platform.

- Integrated a comprehensive analytics tool to measure usage and behaviors.
- Created a simplified, focused onboarding experience for first time users.

Software Development Manager 2016 – 2018
Oracle, Inc Austin, TX

Led geographically dispersed teams of full stack developers to extend a high volume social media engagement SaaS app built with Ruby on Rails and React JS. Drove platform improvements that decreased delayed messages by 75%.

Chief Technology Officer 2015 – 2016
MicroVentures, Inc Austin, TX

Oversaw development of an equity crowdfunding platform for a fintech startup. Hired, mentored, and trained frontend and backend developers.

Ops Business Intelligence Developer 2014 – 2015
Apple, Inc Austin, TX

Built and maintained internal development, deployment, reporting, data processing, and help desk tools on the Shared Services and Infrastructure team.

Owner / Lead Developer 2001 – 2014
Dragon Eye Design, Inc Austin, TX

Led technical and creative aspects of agency projects. See dragoneyedesign.com.

CONTACT INFORMATION

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WORK EXPERIENCE, cont.

Lead Developer
MicroVentures, Inc
2013 – 2014

Frontend Web Developer
HomeAway, Inc
2005 – 2009

Web Developer
USDA Forest Service
2001 – 2003

Web Developer
General Systems Corporation
2000

EDUCATION

Agile Certified Practitioner (PMI-ACP)
2018

Project Management Professional (PMP)
2017

Project Management Certificate
University of Texas at Austin
2017

BFA Communication Design
Concentration in Interactive Media
Texas State University

PROFESSIONAL INTERESTS

PRODUCT DEVELOPMENT

User Experience / Technical Implementation



PROJECT MANAGEMENT

Agile / Scrum / Traditional / Roadmap



BUSINESS STRATEGY

Competitive Analysis / Go-to-Market



BUSINESS INTELLIGENCE

User Behavior / Statistical Analysis / Visualization



PEOPLE MANAGEMENT

Resourcing / Talent Acquisition / Team Building



COMMUNICATION

Public Speaking / Training / Persuasion



MARKETING

Advertising / Public Relations / Campaign Mgmt



IT MANAGEMENT

Hardware / Infrastructure / Architecture



SALES

Lead Generation / Business Dev / Account Mgmt



HOBBIES & LANGUAGES

TRAVEL

UNESCO World Heritage Sites Bucket List



MANDARIN CHINESE

Conversational Oral / Basic Written



DRUMMING

Amateur



SOCCER

Recreational Player & Captain / Liverpool FC Fan



GAMING

Board Games / Video Games



PROJECTS

Chrologony

Historical Timeline Trivia Game
chrologony.com

Unherit

UNESCO World Heritage Index
unherit.com

INDUSTRY EXPERIENCE

DESIGN / CREATIVE

Interactive / Multimedia / Consulting / Tools



SOCIAL MEDIA

Analysis / Aggregation / Marketing



EDUCATION / TRAINING

K-12 / University / Learning Management



FINANCE

Crowdfunding / Venture Capital / Services



TRAVEL / HOSPITALITY

Vacation Rental / Travel Agency



HEALTHCARE / MEDICINE

Dermatology / Pediatrics / Pharmacy



CONSTRUCTION / ARCH

Architectural Firms / Building Materials



NON-PROFIT / GOVERNMENT

Food Pantry / Religious Ministry / Forestry



CONSUMER / RETAIL

Electronics / Textiles / Novelty



HARDWARE / DEVICES

Computer Hardware / Medical Devices



TECHNICAL COMPETENCIES

BUSINESS

Productivity / Visualization / Presentation



PROJECT MANAGEMENT

JIRA / Wrike / Asana / Trello / Basecamp



WEB CLIENT TECHNOLOGIES

HTML5 / CSS3 / SASS / Javascript



MULTIMEDIA DESIGN

Web / Print / Animation / Video



WEB SERVER TECHNOLOGIES

PHP / Ruby / RDBMS / NoSQL / Web Server



DEVELOPMENT TOOLS

Virtualization / IDE / Source Control

