DYLAN NICKERSON

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

Career Titles
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, Management reporting, 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, Planning, Proposal writing, Presentation skills, Customer Support, Backlog Grooming, KPI, ORK, Product Positioning, Go-to-Market Strategy, Sprint Planning, Sprint Review, Budgeting, Project Scope, Product Demos

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

Management Tools
Jira, Confluence, Microsoft Team Foundation Services (TFS), Features Backlog, Axure, Data visualization, Magento, Microsoft Project, Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Microsoft Power BI, Adobe Suite, Adobe XD, SharePoint, Trello, Dreamweaver, Visio, Kanban, Photoshop, Figma, OneNote, Creator, Axure Pro

Project Types
R&D, APIs, Enterprise software, Application development, Software, Dashboards, E-commerce, ERP systems, ECM, POS, CRM, Web Apps, Windows, DevOps, Personalization, SaaS, PaaS, Platforms, Content management systems, WCMS, REST, Web design, Motion SVG graphics, E-Commerce, Mobile Applications, Data Visualization, Prototypes, Live chat, Big data, Data Warehouse, AI, Simulators, Localization, User Adoption, 3d Animations, RT3d Unity Creator

Environments & Languages
Windows .net, Scrum Agile, Development, Azure, AWS, HTML5, CSS3, CSS4, RT3d, JavaScript, Ajax, Angular, Responsive web design, Git, TFS, XML

WORK EXPERIENCE

Senior Product Manager, Walmart Global Tech – Hoboken, NJ March 2023 – January 2024 (*Contract*)
Enterprise Search and Data Management Software
• Hired to lead and leverage the struggling WDP Product Team in User Interface and User Experience
• Responsible for all Product User Experience Development in the Walmart Data Portal
• Over 3 million in savings in the first six months of the Walmart Data Portal application go live
• 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 Product Strategy

Product Manager, PreAsk - West Palm, FL December 2022 – March 2023 (*Contract*)
Content Management Software
• Improved scale of distribution and increased productivity for Okeechobee Steakhouse
• Responsible for Product Roadmap, KPI's, UX Design, Development and Release Plans
• 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
• Analyzing the Business, Designing for the Development of a 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 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 PO's 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
• Conducted weekly performance meetings and reviews for QuickLaunch and H20 products
• Grooming Sessions, 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

Product Owner, Landtech Data - Royal Palm, FL September 2017 – March 2020
Title Transfer Software
• Partnered with the Executive and Department Teams to define Objectives and the Business Roadmap
• Responsible for the 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
• Omnichannel User Experience redesign for new SaaS, Cloud based Title Transfer Software

Product Manager, PreAsk - Fort Lauderdale, FL December 2015 – 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
• Managed Engineering, Sales, Marketing, Customers Support and Infrastructure support teams
• Set Service Pricing on Client Projects and Marketplace Usage Agreements and Ongoing Service Cost
• Lead Client Sales 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

Product Owner, VirtualWorks - Boca Raton, FL January 2014 – August 2014
Enterprise Data Search Software
• Bridged the gap between the business department, clients, and external Development groups
• 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 Omnichannel Experience
• Evaluated Competitor products, identifying user challenges and successes to product the Release Plan
• 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
• Translated business goals into Personas, Wireframes and Prototypes, Flow Diagrams and User Stories

Product Owner & UX Strategist, BluePoint Data - Boca Raton, FL January 2012 – December 2013
Information Technology Software
• Maintained constant visibility on all projects to ensure client feedback was conveyed to my
  development team and staff in a timely manner and assuring quality of the UX/UI in a Agile environment
• Managed interface development releases throughout the product lifecycle stages
• Exceeded business expectations by breaking the current IT Provider service level norms
• Successfully brought SkyView 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

User Experience Designer, iS3 - Boynton Beach, FL July 2011 – November 2011
Anti malware Software
• Managed product strategy process across departments during the Discovery & Agile Development
• Met with stakeholders for Competitive Analysist to identify Gap Analysist and Backlog List
• Researched and provided rapid prototyping to bring conceptual ideas
• Conducted A/B Testing and Analytic Evaluation on conversion rates in Registration Path
• Developed User Personas, Conversion Flow and Journey Mapping for Anti Malware uses

Senior UX Designer, World Avenue – Sunrise, FL October 2009 – March 2011
Internet Marketing Software
• Lead efforts 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

UX Designer, TBC - Juno Beach, FL April 2009 – October 2009
Automotive Service Software
• Translated client feedback and challenges into User Stories in MS TFS for Agile Development Team
• Managed branding Big O, NTB, Merchants and Tire Kingdom's interfaces for a publicly traded company
• Worked with Google Analytics review team to establish metric points to increase conversion awareness
• Produced Personas, Taxonomy, User stories, Wireframes from Business requirements with Axure Pro

Web Engineer & UX Designer, World Avenue - Sunrise, FL August 2008 – January 2009
Internet Marketing Software
• 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 Developer - DayJet - Boca Raton, FL May 2002 – May 2008
Aviation Logistics 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, CMS's
• Travelled to LA collaborated & designer DayJet's interior & exterior configuration for 1400 Eclipse 500's
• Creative lead on all user experience branded mediums and Aircraft Configuration efforts

EDUCATION & TRAINING

• Masters worth of experience from 23 Years of 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 – *Second* Vocational Diploma, Graphic Design, *Graphic Design Scholarship*
• Mt. Blue High School, ME – High School Diploma