

# RUTHANNE NORTON

TECHNICAL  
PRODUCT MANAGER

## PROFILE

I'm a customer-focused product enthusiast with a background in design and development. My skillset has largely been strengthened by tackling the unknown and embracing every opportunity to learn. I act when I see inaction and firmly believe in success as a team.

(818) 441-3988 | Los Angeles, CA

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## SKILLS & PROFICIENCIES

Requirements Gathering, User Story Authoring, Prototypes, Wireframing, User Experience, Graphic and Interactive Design Principles, Team Management, Leadership, Presentation and Public Speaking, QA Testing, SEO and Accessibility

Sketch, Invision, Zeplin, Adobe, Microsoft and Atlassian Product Suites, Google Analytics, Data Studio, Slack, Omniture, Tableau, OpenX, DFP, Basecamp, Hipchat, Yammer

## EDUCATION

**BS, INTERACTIVE MEDIA DESIGN**

ART INSTITUTE OF CALIFORNIA

References available upon request.

Sample user stories, product documentation and designs available upon request.

## EXPERIENCE

**PRINCIPAL PRODUCT CONSULTANT**

TECH HOLDING | JUN 2017 - PRESENT

Product lead for conception and implementation of POCs or trial phase(s) for prospective clients, crucial to securing long-term ongoing client relationships and contracts.

Product leader for Unibail-Rodamco-Westfield (cornerstone client); ownership and innovation for all digital consumer-facing products. Key accomplishments include:

- Concept to successful launch of loyalty program; program design, value proposition, ROI calculations, data strategy and technical development
- With close collaboration with sales, marketing, legal and in-center staff, loyalty annual acquisition goals tracking to be met within 6 months of launch
- Migrated a legacy content platform; gained domain expertise for new user on-boarding training, greatly improved user satisfaction and platform stability
- Enhanced microservice APIs to support internationalization, new data models and completely redesigned its content management system that has reduced on-boarding training time in half
- Vendor evaluation and recommendations critical in successful product/program launches
- Built the team and department from the ground-up, defined and implemented process, protocols and infrastructure

**SENIOR PRODUCT MANAGER - PLATFORM**

AXS | NOV 2016 - JUN 2017

Took ownership of distribution platform, production issue response team and article management platform in addition to existing ownership catalog for axs.com, API platform, ETL and content management system. Key accomplishments include:

- Transformed fragmented functionality into a cohesive platform
- 20% reduction in customer support calls, 50% reduction in escalated issues by reassessing and reprioritizing issue response team's focus
- Improved brand sentiment by spearheading the automation initiative focusing on functional end-to-end consumer-facing tests
- Manage associate product managers, lead and advocate organizational process and protocols across departments and within product organization.

**PRODUCT MANAGER**

AXS | JUN 2012 - NOV 2016

Owner of consumer-facing touch points (axs.com and iOS/Android applications), API platform, ETL and custom content management system. Key accomplishments include:

- In close collaboration with business development, UX/UI, sales/marketing and content, defined and executed strategies that increased unique visitors by 144% and site revenue by 27%.

# EXPERIENCE

continued... **PRODUCT MANAGER** AXS | JUN 2012 - NOV 2016

- Identified and executed product opportunities for strategic partnerships with the likes of: Uber, Playster, Spotify, Facebook, AMEX, Stubhub, Mercury Insurance and Google.
- Led middleware integration of new acquisitions
- Built the API platform; on boarded 500+ API consumers increasing referred traffic by 123% and 46% to overall site traffic.
- Built event ingestion system for event comprehensiveness; increased organic traffic by 23% within 6 months of launch.
- Built a custom CMS catered to the unique needs of multiple business units while significantly offering more data points, reducing data entry time and eliminated user data entry error; coordinated the data migration and trained 500+ daily users.
- Successfully delivered key roadmap initiatives amidst rapidly shifting business priorities and available resources.

## **SENIOR DIGITAL CREATIVE PRODUCER**

AEG | NOV 2011 - JUN 2012

Lead designer, front-end developer, content team manager and client manager.

- Designed and launched the LA LIVE, STAPLES Center, Home Depot Center mobile applications for iOS/Android
- Redesigned AEG Corporate, STAPLES Center, LA LIVE, Nokia Theatre L.A. LIVE (now Microsoft Theater), GRAMMY Museum, Home Depot Center (now Dignity Health Sports Park) official websites.
- Independently designed and developed a custom event and content management system with content syndication of over three dozen sites under the corporate umbrella

## **DIGITAL CREATIVE PRODUCER**

AEG | MAY 2008 - NOV 2011

Digital designer, front-end developer and content manager.

- Designed and built Bay to Breakers, ATP World Tour, Michael Jackson's This Is It site & memorial page.

## **FRONT-END DEVELOPER**

LEGEND FX | OCT 2004 - FEB 2008

Web designer, front-end developer and content manager.

- End to end project lifecycle management.
- Offshore team manager

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