
ZACK DAVIS

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Senior Product Manager

Design – Marketing – Strategy

Driven, innovative, and curious Senior Product Manager with 15 years' technology experience, including 6 years working remotely. Possesses strategic vision, intuitive critical thinking, and keen analytical skills. Passionate collaborator with disciplined yet creative nature and ability to rally under pressure. Motivated to provide optimum product design, SaaS, marketing, software development, and research. Hands-on, articulate leader who delivers impactful product strategy and inspires best practices. Thrives working independently, as team member, and in managing cross-functional teams. Strong organizational skills, combined with dedication and patience, resulting in ability to manage multiple projects and prioritize effectively. Willing to travel 25%.

KEY COMPETENCIES & SKILLS

B2B • PRODUCT RELEASE • PRODUCT ROADMAP • PRODUCT STRATEGY • USER RESEARCH • COACHING • DESIGN • MARKETING • DIGITAL PRODUCTS • PRODUCT MANAGEMENT • PRODUCT DEVELOPMENT • SAAS • STRATEGY • ANALYTICS • B2C • BUSINESS STRATEGY • CERTIFICATION • COMPETITIVE ANALYSIS • CONTINUOUS IMPROVEMENT • CONTRACT NEGOTIATION • CSS • DATA COLLECTION • DOCUMENTING • FULL STACK ENGINEERING • EXCEL • HTML • IDEATION • MARKET RESEARCH • HEALTH • NEGOTIATION • PRODUCT DESIGN • PROGRAMMING • RESEARCH • SOFTWARE DEVELOPMENT • TESTING • USABILITY TESTING • WRITING • DELIVERING • BEST PRACTICES • COLLABORATION • CRITICAL THINKING • DECISION MAKING • PROBLEM-SOLVING • UX/CX IMPLEMENTATION • DESIGN STRATEGY • USER INTERFACE DESIGN • STORYTELLING • PROTOTYPING • SYSTEMS DESIGN • CUSTOMER RETENTION • SERVICE DESIGN • BRANDING • NODE JS • REACT/VUE/ANGULAR 1 • FRONT-END PRE-POST PROCESSORS • PHP • LARAVEL • MYSQL • JAVASCRIPT • MONGO DB • AWS • API INTEGRATION • BUSINESS DEVELOPMENT • LEAN MVP • PRODUCT THINKING • PRESENTATION STRATEGY • DIGITAL STRATEGY • BOTTOM LINE MANAGEMENT • DATA COLLECTION • COMMUNICATION • BEST PRACTICES • INTERPERSONAL SKILLS

PROFESSIONAL EXPERIENCE

ASSETBUILDER, PLANO, TX

DATE STARTED **11/2006 – PRESENT**

VICE PRESIDENT OF CUSTOMER EXPERIENCE (01/2018 - PRESENT): Lead and coach cross-functional team to design user guidelines, creative technologies, SaaS products, and product roadmaps. Design and engineer marketing website and applications. Collaborate with sales and engineering to gather data, build internal metric programs, simplify KPIs, and increase customer response time. Led LEAN product MVP build using 10X business objectives to push products to market.

KEY COMPETENCIES: CROSS-FUNCTIONAL LEADERSHIP, PRODUCT ROADMAP, STRATEGY, MARKETING, PRODUCT DEVELOPMENT
Led 10x LEAN product process to bring nascent product to market within 6 months, under budget by ~30%

- Identified important feature set and determined their value proposition
- Managed cross-functional team to build multiple sales strategies., conducted customer research on usability
- Designed UX for application, implemented digital marketing campaign to encourage usage

KEY COMPETENCIES: ANALYTICS, STRATEGIC THINKING, UX, FULL STACK ENGINEERING, ARCHITECTURE, CLOUD-BASED DESIGN
Increased monthly qualified prospects by 400% on \$3K budget

- Researched multiple analytics applications, coordinated sales and marketing teams to determine KPIs
- Constructed internal application to combine website analytics with marketing software to present KPIs
- Educated team on system to align marketing and sales strategies

KEY COMPETENCIES: CROSS-FUNCTIONAL LEADERSHIP, API INTEGRATION, USABILITY TESTING, RESEARCH, COLLABORATION
Raised client satisfaction rate by 360% in one year

- Interviewed support team and clients to detect communication issues
- Managed construction of automated and manual communication systems based on client feedback

- Tested new customer satisfaction with surveys to quantify improved usability

USER EXPERIENCE LEAD (05/2014 – 01/2018): Managed design and engineering teams, facilitated design-thinking discovery workshops with potential customers, and collaborated with cross-functional teams to build SaaS retirement product.

KEY COMPETENCIES: CUSTOMER RETENTION, INTERPERSONAL SKILLS, PROCESS DEVELOPMENT, UX, COACHING

Implemented human-centered design culture to improve customer support

- Worked with individual employees to make significant CX changes and improve customer experience
- Hosted workshops to build profile of target market subsets, created persona and user journeys for each
- Educated stakeholders on design-thinking, developed interdisciplinary, strategy-focused innovation team

KEY COMPETENCIES: PRODUCT DESIGN, UI DESIGN, USER RESEARCH, FRONT-END ENGINEERING, CSS, HTML, IDEATION

Built responsive web user interface for retirement SaaS product to manage 128 inputs from 3B data points

- Partnered with academic team to understand application and outputs, finalized coexisting UX strategies
- Iterated through designs, prototyped with users to create design and nomenclature
- Collaborated with front-end team to develop HTML, CSS, and UI Interface JavaScript of application

KEY COMPETENCIES: DIGITAL STRATEGY, PRODUCT DESIGN, IDEATION, USABILITY TESTING, ANALYTICS

Developed marketing-focused website to increase conversion rate by 8000%

- Defined digital strategy, company brand changes and website design
- Designed website to focus on user experience and digital strategy
- Iterated design based on a/b testing and user analytics to increase website conversion

CREATIVE DIRECTOR/FULL-STACK ENGINEER (11/2010 – 05/2014): Led design team. Collaborated with engineering team to full-stack develop company marketing websites and internal applications. Spearheaded campaign to move company from internal servers to cloud based architecture. Managed marketing campaigns within SEC legal boundaries.

ART DIRECTOR/FRONT-END DEVELOPER (11/2006 – 11/2010): Drove company's visual brand and corporate identity through integration of design and creativity. Provided visual design and front-end development across in- applications.

OCTOPODA INTERACTIVE, DENTON, TX

09/2010 – PRESENT

OWNER: Launched boutique digital agency with 70+ clients in small business and seed startup stages. Led team of freelance designers, engineers, writers, marketers, and project managers to meet client objectives. Built relationships with clients and third-party vendors and curated technologies to drive objectives forward.

KEY COMPETENCIES: CORPORATE BRANDING, SERVICE DESIGN, UI DESIGN, FULL-STACK ENGINEERING, CROSS-FUNCTIONAL LEADERSHIP

Effectuated service and product design concepts to increase enrollment in non-profit school by 63%

- Interviewed parents, teachers, and stakeholders to diagnose issues with school
- Directed large team to collaborate on branding and implement service design and product design
- Tested against original school communication issues, iterated based on results

KEY COMPETENCIES: PRODUCT MANAGEMENT, COMMUNICATION, IDEATION, PROCESS DEVELOPMENT, PROBLEM-SOLVING

Built over 120 websites/applications within budget for clients in multiple industries

- Communicated with stakeholders to locate digital and marketing issues within company
- Developed process to enable company to effectively reach or discover new market
- Provided long-term support to set new goals and KPIs and ensure continued success

KEY COMPETENCIES: DIGITAL STRATEGY, CORPORATE BRANDING, UI DESIGN, MARKET RESEARCH, ARCHITECTURE, APPLICATION DESIGN

Designed complex application to reach reluctant target market, allowed pharmacy to operate nationally

- Collaborated with pharmacy to develop brand, digital strategy, and 5-year outlook
- Rebranded company and 9 drug product lines for effective marketing
- Implemented digital strategy, application architecture, and user experience design

OTHER RELEVANT EXPERIENCE

SPRINGBOARD, REMOTE	UX MENTOR	2016 – 2017
PRECISION NUTRITION, REMOTE	MEN'S COACHING MENTOR	2013 – 2017
AIGA, DALLAS, TEXAS	DIRECTOR OF UX/UI ENGAGEMENT	2013 – 2015
WEBNOXIOUS, REMOTE	FULL STACK DESIGNER/DEVELOPER	2004 – 2014
EISENBERG ASSOCIATES, DALLAS, TEXAS	INTERACTIVE ART DIRECTOR	2006 – 2006
RAPP COLLINS, DALLAS, TEXAS	ART DIRECTION INTERNSHIP	2006 – 2006

EDUCATION

UNIVERSITY OF NORTH TEXAS, DENTON, TEXAS
BACHELOR OF FINE ARTS (BFA) - COMMUNICATION DESIGN, MINOR IN MARKETING