

# Kate Revitte: Product Manager

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*Creating solutions, services and products to support growth.*

Product Manager with MS in HCI and a high degree of technical knowledge focused on designing and developing solutions that create value for both users and businesses. First follower who takes great ideas and executes them. Fast learner, problem-solver, and usability evangelist with experience conducting research and executing complex projects with a long-view on maintainability. Experienced in intuitive and empathetic management of products, relationships, and people.

- Analysis and research
- User & stakeholder interviews and observation
- Competitive audits
- SWOT analysis
- HTML5, CSS, JavaScript
- Usability heuristic reviews
- Wireframing and prototyping
- Client support
- Training and team building
- Lean Agile development
- Process improvement
- Project change management
- Documentation

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## Professional Experience

**FLASHTALKING US — Chicago, IL and Milwaukee, WI**

Full Stack Developer & Usability Specialist

Dec. 2016 - current

- Exceeded business goals by innovating applications using user research, user centered design, paper prototyping and rapid product development lifecycles. **Result: 100% user acceptance of new UI.**
- Researched and used modern engineering tools including continuous integration, github, agile methodology, and user centered design to design, deliver, and support top of the line software. **Result: Increased sales revenue after release of redesigned toolkit.**
- Developed RESTful API middleware using Java and Spring. **Result: Increased uptime led to higher customer confidence in product line.**
- Supported, maintained, debugged, and stabilized PHP, Java, Node, and React/Express applications.
- Designed and executed automated testing and QA plans using test driven development to ensure delivery of bug free MVPs. **Result: Shorter time to market on new products.**
- Identified opportunities to automate and created automated microservices using NodeJS.

**FLASHTALKING US — Chicago, IL and New York City, NY**

Senior Javascript Support Manager

Nov. 2011 - Dec. 2016

- Led global distributed development support team to relentlessly squash bugs and support users. **Result: Responsible for high customer retention rate.**
- Wrote vanilla javascript tags and libraries to deploy ads by calling in creative files, scripts, dynamic content, and tracking from the adserver CDN to assemble the ad on the publisher site.
- Ensured proper display and accurate reporting on deployed ads and retargeting pixels, manually tested cross-browser and on mobile devices by mapping files locally using Charles, and accomplished fast paced commits. **Result: Increased ad revenue.**

- Analyzed web analytics reports to investigate reporting discrepancies to ensure that clients' retargeting strategies were effectively executed, and explaining how the discrepancies happened. **Result: Saved company money on discrepant impression reporting.**
- Developed video ad product including researching industry requirements, implementation and testing, and managing, writing, and editing set of XML and JS templates. **Result: Created new revenue stream.**
- Performed data integrations in order to access data from partners on the fly and accomplish real-time retargeting and user segmentation.
- Advised and trained developers and created training documentation, as system guru for hundreds of internal clients.

**DEPAUL UNIVERSITY Faculty Instructional Technology Services — Chicago, IL**

**Usability Consultant and Content Developer** Jan. 2010 – Nov. 2011

- Gathered requirements, ran card sorting exercises, created site architecture and wireframes, ran user testing, and developed site using Ruby on Rails, JavaScript, CSS, and HTML. **Result: Usable video eLearning product.**
- Created graphics including logos and banners using PhotoShop and Illustrator.
- Created and managed online courses.
- Provided training and support to faculty on creating quality online learning experiences and pedagogy.

**DEPAUL UNIVERSITY Instructional Design and Development — Chicago, IL**

**Video Assistant** April 2008 – Jan. 2010

- Assisted on video shoots, edited video and audio, created podcasts and eLearning video content.
- Managed multimedia content and prepared for online distribution in Ooyala.

**MICHIGAN STATE UNIVERSITY MATRIX — East Lansing, MI**

**Media Digitization and Production Specialist** May 2005 – June 2007

- Researched and implemented best practices for handling and digitization of archival audio material.
- Edited audio in Sony Sound Forge, prepared audio for web distribution.
- Assisted on video shoots and edited video in Final Cut Pro.

## Education

**DEPAUL UNIVERSITY College of Computing and Digital Media — Chicago, IL**

**MS in Human-Computer Interaction** 2008 – 2011 GPA: 3.8 / 4.0

- Designed Desire2Learn Knowledge Base selected for group project for Web Architecture class; led group to develop fully functional Ruby on Rails application.
- Wrote research paper developing guidelines to improve interfaces by decreasing time for user recovery after error feedback.
- Coursework included usability engineering, wireframing and prototyping, web development.

**MICHIGAN STATE UNIVERSITY College of Engineering — East Lansing, MI**

**BS in Electrical Engineering** 2002 - 2007 GPA: 3.2 / 4.0

Coursework included Calculus I-IV, Physics, Computer Science, Digital Signal Processing, Analog Electronics, Communications Engineering, Microcontrollers, Control Systems, and a solid foundation in the Liberal Arts including Latin, History, and Linguistics.