

MADISON COWELL

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Product Development | Experience Design

Social Software • eCommerce Platforms • Consumer Products

Technically sophisticated and business-savvy technology director offering 18 years' experience building business solutions through product / project management and user experience design. Manage budgets up to \$19 million, and teams of up to 50 engineers, graphic designers, copy and technical writers, information architects, and vendors.

Collegial negotiator and trusted executive advisor, with expertise launching websites and applications. Combine qualitative user experience with quantitative analytics to build market-leading products.

Career highlights:

- Drove strategy, design and implementation of social networking site for people over 50 – **Boomertown.com**
 - Directed launch team and site development for **FamousSite.com – ING Entertainment**
 - Led New York-based development team for U.S. launch of Paris site – **StoreFront.net**
 - Recognized by E*Trade's founder for "Excellence in Service."
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Experience

DIRECTOR OF PRODUCT DEVELOPMENT (9/06–present)

DIRECTOR OF USER EXPERIENCE (3/04–9/06)

Product Roadmap, Requirements & Design | Workflow | Feature Sets | Communication Facilitation

Boomertown (Headquarters), Seattle, CA

Recruited by founder as first hire to manage \$1.2M alpha launch of new social networking site for people over 50. Partnered with Founder, CEO, and Chief Product Officer to shape vision from development to launch.

Hired original team of four user experience personnel, growing to 15 within 12 months. Integrated in-house team with brand design / strategy and technical engineering vendor teams. Managed 4 direct reports. Reported to Chief Product Officer.

- Launched site August 2006, after 6-month development and 8-month alpha launch.
- Increased membership by 47% (Q1 08).
- Post alpha-launch product development highlights: Taxonomy to tag-based navigation system conversion; site template IA and look / feel redesign; profile experience improvement; content and site member findability improvements; message center build out; and SEO optimization.

SENIOR DEVELOPMENT PROJECT MANAGER (1/02–3/04)

Project Accountability | Timelines & Procedures | Product Cohesiveness

StoreFront.net, New York, NY

Recruited to 26-month contract, managing eCommerce platform rewrite. Developed practices and guidelines for project two years behind schedule. Charged with turning around six under-functioning divisions and building morale during system-wide rearchitecture of brittle code. Indirectly managed 45 personnel. Reported to SVP of Engineering.

- Launched re-coded eCommerce platform within projected 9-month on-time window.
- Increased productivity by over 60% across four functional areas.
- Retained 11 of 11 engineers during high personnel turnover period.
- Restored investor confidence, and cultivated new client growth.