

Robert Nendza

6420 Willow Broom Trail
Littleton, CO 80125
home (303) 948-8215
cell (719) 659-5298
bob@nendza.com

Summary

I am a **User Experience and Product Management Leader** who has, for over twelve years, shaped and optimized the experience of hundreds of millions of online customers and clients. I have a keen instinct for customer value and a disciplined metric-driven approach to product definition. I am passionate about my work and able to effect significant change in a company that embraces user-centered product design principles.

Skill

User-Centered Design – High-fidelity prototypes, wireframes, use cases, task flow, taxonomy

Product Management – Product roadmap, requirements documentation, prioritization, internal and external resource management, certified product owner

Test and Measurement – Traffic and conversion analysis, retention and renewal, A/B and multi-variant testing, path analysis, ratings and surveys, SEO and paid search performance

User Research – Focus groups, leader-lead and remote usability testing, persona development

Creative Design – website design, email and banner design, brand development and reinforcement

Competitive Analysis – Feature parity and differentiation, market analysis

Process Management - Agile/Scrum process design and optimization, Scrum Master, RUP

Application Experience

CRM, CMS, ERP, SCM, eCommerce, SaaS, Web 2.0, Community, Photo Sharing, Real Estate Listing, Lead Generation, Travel Booking, Extranet, Intranet, B2B Portal, Brand Management, Online Campaigns (email and ad), Online Training, Product Customization, Mobile Device UI, Barcode Recognition

Select Contract Clients

Yamaha, Shell, Orbitz, Intuit, Apple, Blue Shield of CA, Adobe, Avis UK, Logitech, 3Com, Bombardier, Palm, Selectica, nVidia, BioRad, Energy Energy Design

Employment History

Ultimate Movie Site - Los Angeles, CA
Vice President, Product (2009 - Present)

Ultimate Movie Site is a brand new start-up aiming to become a leading destination for movie information and movie-oriented social interaction for both fans and movie professionals. The site is home to information on more than 30,000 movies and 900,000 credited movie professionals.

- Refocused product strategy and developed product roadmap
- Redsigned significant areas of the existing beta site and did official public release
- Designed sophisticated social and self-promotional features
- Designed Facebook Connect strategy and features
- Designed and launched an online game/contest and sweepstakes with accompanying email and ad campaigns resulting in 3.5x increase in average page views/visit and 3x membership increase in one month

NetSuite - San Mateo, CA
Product Management Director of User Experience (2008-2009)

NetSuite is a leading vendor of on-demand, integrated business management software suites for mid-market enterprises. The comprehensive suite includes accounting, ERP, CRM, eCommerce,

and SaaS platform components.

- Led team of UE Designers and Information Architects in a major UE redesign focusing on CRM user roles
- Launched mobile CRM application on iPhone
- Contributed to move to Agile/Scrum design and development methodology

SharpShooter Imaging - Wheat Ridge, CO
Director of Product (2006–2008)

SharpShooter is a leading photo concessionaire with a presence in over one hundred of America's most popular attractions including ski resorts, cruise ships, dinner theaters, amusement parks, aquariums, and professional sports arenas. SharpShooter photographs over twenty two million guests each year.

- Started up and direct a new in-house product team including developers, content management, and QA staff. Also hire and direct teams of outside development contractors and design firms.
- Major new application development includes an industry-leading photo capture system linking guest information to photos, a new website featuring ecommerce, photo album creation, photobook creation tools, photo sharing, automated email, and content management, and an enterprise-wide POS system.
- Participate on the Senior Management Team and lead the Technology Team, which consists of directors and managers from the IT, Technical Operations and Product Development departments.

HomeAway / WVR Group - Austin, TX
Director of User Experience (Product Management) (2005–2006)

HomeAway is the world's largest international online distribution channel for vacation rental properties. WVR was founded in early 2005 and is funded by Austin Ventures and Redpoint Ventures.

- Own product feature roadmap for four US-based sites. Focus on subscription and inquiry conversion rates.
- Redesigned, and relaunched A1Vacations.com, TripHomes.com, CyberRentals.com, GreatRentals.com and HomeAway.com on a new technology platform. These sites receive over six million visitors each month.
- Conduct baseline and ongoing consumer research in the form of user focus groups and usability testing.
- Designed and implemented a number of product enhancements on WVR sites that have increased inquiry and subscription rates by as much as 56%

LowerMyBills.com - Santa Monica, CA
Director of Consumer Experience (Product Management) (2003–2005)

LowerMyBills is a leading matching service for loans, insurance, credit, and communications services. The LowerMyBills.com website receives over six million visitors and processes over one hundred thousand applications per month. In my role I directed a cross-functional team in the concept, analysis, testing, and implementation of conversion-related product enhancements.

- Raised conversion rate and revenue/visitor in home loans category by over 65% in less than one year.
- Manage product roadmap and product definition in the form of Product Requirements Documents (PRD) and Business Requirements Documents (BRD).
- Manage product input including core product metrics, competitive research, user and usability testing, industry best-practices, branding, and partner value.

- Developed rapid prototyping and testing processes that greatly improved enhancement cycles.

Array Design, LLC. - Santa Monica, CA / Monument, CO
 Founder / President (2001–2003)

Array Design is an interaction design consultancy providing Web interaction design and product management services to corporations with complex Web-based applications. Array has designed and developed numerous Web applications including content management, marketing communications, ecommerce, on-demand printing and online catalogs.

- Chief Information Architect and Product Strategist.
- Concepted, prototyped, and user-tested complex applications.
- Expert at user interface design.
- Initiated and led sales efforts attracting and maintaining “A” tier client list including:
 - Blue Shield of California
 - Intuit Inc.
 - Orbitz, LLC
 - Selectica Inc.
 - Yamaha Corp. of America

Promptu Corp. - San Jose, CA
 Co-Founder / Director of Product Design (1998–2001)

Promptu was a venture-funded Silicon Valley software company offering a suite of enterprise marketing applications and services. Crossing over CRM, PRM, and channel marketing,

- Co-authored business plans and established initial product and market positioning.
- Raised over \$25M in funding and grew company from 8 to over 120 employees.
- Led full cycle product development through initial launch, two major version releases, and numerous incremental releases. Included product roadmaps, market analysis, prototyping, market validation, usability testing, and development.
- Developed product design methodologies. Hired and managed Product Design team including contract and permanent employees.
- Led technical sales efforts resulting in major accounts including:
 - Apple Computer, Inc.
 - Shell (Royal Dutch/Shell Group)
 - 3Com Corp.
 - Dionex Corp.
 - Palm Inc.
 - Cisco Systems, Inc

FCI Communications - San Jose, CA
 Director of New Media (1989–1998)

FCI is a custom Web development and graphics agency serving many high-profile clients in the Bay Area.

- Led startup of the New Media Division of FCI to focus on Web and multimedia. Hired both engineering and creative staff.
- Led Creative team in the acquisition and design of high profile websites for clients such as Bombardier (Sea-Doo, Ski-Doo), Logitech, Ziff-Davis, Bio-Rad, nVidia, and Apple.
- Major contracts included dynamic websites, intranets, online contests, e-commerce applications, live webcasts, multimedia CD's, video and sound editing, studio photography, direct mail, branding, and catalogs.