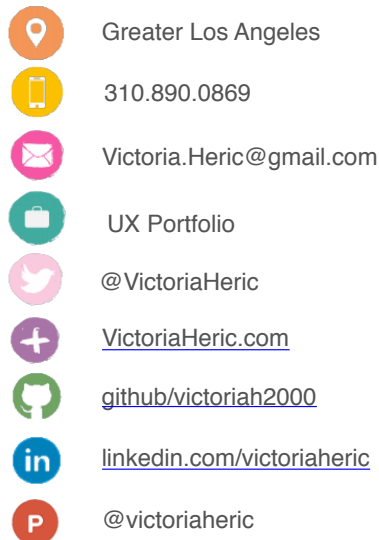


VICTORIA

HERIC . PROGRAM MANAGER

Design and product thinker with 10+ years of project management experience with strong domain knowledge of marketing communications and design. I bridge the gap between creative people and cross functional teams to create great digital products. I'm a change agent, passionate about the collaboration of creativity, open source and developer communities.



NOTABLE

ADVERTISING: Project manage creative teams & developers

MARKETING: Brand management & major product launches with budgets 1K to 1M

CUSTOMER EXPERIENCE:

Work across UX lifecycle

DEVELOPMENT: Apple WWDC Scholar 2018

CONTENT: Produced Transmedia Website earned membership to Producers Guild

COMMUNITY: Lead Swift Meet Up Group for iOS developers, with live presentations
City Director for Product School

EDUCATION

Bachelor of Arts// CSUN

UX Design Course //UCLA

Information Technology Certs:

CompTIA A+ 901 & 902

CompTIA Network +

SENIOR PROJECT MANAGER, PRODUCER & UX DESIGNER

Consultant | Orange County & Los Angeles | 2008 – Present

- ◆ Collaborate with creative teams and developers to produce digital product and content for advertising and marketing agencies, Fortune 500, start ups
- ◆ Fulfill go-to-market strategy and media plans for launches
- ◆ Strong communication skills; experience crafting brand messaging
- ◆ Brand management for gaming, automotive, travel, financial and entertainment sectors, experiential, B2B & B2C clients: Sony PlayStation, Toyota, Audi, Lexus, Kia, The Capital Group, FX, Disney, HP Computers, David & Goliath, BPG Advertising, Blitz, Tool (more on request)
- ◆ Process oriented: Scope & schedule using waterfall and Agile methodologies, business process improvements, goals & metrics, program vision, product owner backlog, feature prioritization, MVPs & PRDs while mitigating risk
- ◆ Senior point of contact for cross functional, multi location remote production teams and engineers, creative resource coordination, change management, budget control and cost analysis for budgets from 1K to 1M
- ◆ Client management & lead production: user experience design, websites with front end/back end, mobile applications including data and cloud, video, YouTube/Vimeo content, VR, AR, 3d/VFX for web, AI data models, e-learning
- ◆ Lean start up, iterative releases, user research & results driven product
- ◆ Growth strategy hacking launching CMS platform grew SEO traffic by 35%.
- ◆ Social media content production: vlogger, Lifetime TV content calendar production, grew Twitter followers to 83K, HGTV blog content writing with SEO grew followers 45%, creation of instagram and facebook ads and reports
- ◆ New business development, prepare RFP documentation and live pitch presentations to grow agency business by 75%
- ◆ Active participant at tech conferences & meetups: Scale, CES, WWDC, Layers Design Conference, Alt Conf, Google Developers, Women who Code

FOUNDER, PRODUCT MANAGER, IOS DEVELOPER

Midsummer Dream | Greater LA Area | 2017 – Present

- ◆ Swift development (Xcode 9.3), 5 apps including an Ipad Storybook
- ◆ Product management of core app features using research & user stories
- ◆ Design user experience, key user flow, navigation and architecture
- ◆ Storyteller: write narratives, creative design of assets, audio and animations
- ◆ Growth hacking user base by 10% for sales in US, UK, AUS, China, Canada
- ◆ Grew user base by 10% on the iTunes Connect store using social media and word of mouth to establish sales in UK, Australia, China, Canada and US

TRAINING

PMP Certification (current) PMI
Registered Edu Provider

CompTIA A+, NETWORKING,
SECURITY, CLOUD +
New Horizons

AGILE CERTIFICATION &
PRODUCT OWNER CERT//
Udemy

IOS DEVELOPMENT// Stanford
Courses, ITUNES U

ANDROID BASICS
Udacity, GROW WITH GOOGLE
SCHOLARSHIP RECIPIENT

EXPERTISE

- Client Management
- Business Development
- MS Project + Gantt Charts
- Roadmapping
- Adobe Creative Suite
- inVision/Sketch/Omnigraffle
- Power Point
- Jira/Smart Sheets/Basecamp
- UX/Graphic Design
- Cross Functional Team Leadership
- Production Resourcing
- Vendor Negotiations
- Agile Framework
- Business Process Improvement

MEMBER

PRODUCERS GUILD OF
AMERICA //

New Media Council

SCREEN ACTORS GUILD

A FLOCK OF SWIFTS -

Meet up / Co-Organizer

VOLUNTEER

CHILDREN'S HOSPITAL OF
ORANGE COUNTY //

Child Life Specialist /

Oncology & Neurology Bedsides
December 2016 - present

PRODUCT MANAGEMENT & SENIOR DIGITAL PRODUCER

Apex Events | Orange County | 2015 – 2016

- ◆ Aligning workflow of design, tech and marketing teams to adopt emerging technologies: Web, VR, AR, Mobile, e-learning and LMS.
- ◆ SME for digital product solutions: evangelize solutions to clients
- ◆ Manage project managers, coordinators, vendors across product life cycle
- ◆ Source vendors, SAAS management, 3rd party software and event tech

3D/VFX PRODUCER

RTT USA (3D Excite) | Los Angeles | 2010 – 2011

- ◆ Creatively problem solve with designers and VFX cross functional, multi location development teams to create animations (supervising storyboards, cameras, animatics, render, compositing and finishing), 360s, previz, print & retouching to hit year end financial targets
- ◆ Client/Account management, selling through complex, technical processes
- ◆ Website optimization based on metrics, heat maps and usability testing.

3D ASSOCIATE PRODUCER

Saatchi & Saatchi | Los Angeles | 2007 – 2008

- ◆ Collaborate to manage agency creative teams and digital technologists to produce 3D assets for print, broadcast and digital for Toyota brand client
- ◆ Technical requirements gathering, feature prioritization, go-to-market strategy implementation for vehicle launch, cross functional team management
- ◆ Delivered vehicle trims in configuration to increase critical KPI by 75%
- ◆ Sourced high level vendors, produced international HDRI photography photoshoots creating narrative content and VFX videos
- ◆ Created systems of business process, driving program management
- ◆ 3D technologies, pre-visualization formats, Maya and 360 video

PRODUCTION COORDINATOR

Twentieth Century Fox | Los Angeles | 1997 – 2004

- ◆ Promoted to work on both pilot and series television
- ◆ Assisted with writing of coverage and creative project development
- ◆ Research and staffing of below-the-line production positions, processing of budgets, legal and script research, on set support
- ◆ Worked across multiple departments at the studio including: Development, Production, Publicity, Legal, Music, Marketing, Merchandising and Promotions, Television and Film, Domestic and International
- ◆ Experience planning premieres, special events, writing press releases and drafting public relations correspondence and managing celebrity relationships
- ◆ Coordinated legal rights clearance & drafted contracts
- ◆ Fulfilled delivery of theatrical motion picture elements for acquisition deals

PROFESSIONAL REFERENCES