

Heather D. Haws

Dynamic product discovery and design leader with over 15 years of experience specializing in leading cross-functional teams and driving innovative solutions. Passionate about strategic planning and coaching teams to reach their full potential.

EXPERIENCE

Product Management Manager

Bluetooth SIG, Inc. — *Bellevue, WA*

November 2020 - Present

- Established and led the product management discipline within operations, overseeing a team of UX, Product, and Data professionals. Developed comprehensive coaching materials tailored to each discipline, along with strategic growth plans that facilitated the promotion of three individuals over two years. Implemented effective coaching strategies to align an individual's performance with their current role, ensuring optimal productivity and skill development.
- Fostered strong relationships with engineering and IT departments, resulting in the successful release of four new member administration support applications catering to a diverse, global user base. This included the implementation of a stringent email verification process aimed at bolstering security measures, effectively reducing overall users from 75,000 to 15,000 in 2021. Furthermore, the process ensured an impressive average of 76% of users successfully verifying their email addresses within the initial 30-day window each year since its inception.
- Championed the vision definition for products supporting membership administration activities. This entailed introducing a self-service feature for primary contact reassignment, resulting in a remarkable 65% decrease in average monthly tickets. Additionally, the introduction of a new membership application streamlined the process, reducing the average number of applications submitted by potential member companies from 1.5 to 1, thereby alleviating the workload for the membership team.
- Developed proactive strategies for the Data & Analytics team, engineering, and product operations, resulting in enhanced performance and productivity.
- Led the product team through a transition to modern Software Development Life Cycle (SDLC) processes, and presented modern SDLC approaches to the company, highlighting the importance of product management's partnership. Through this transition, the delivery team reduced production code releases from 10+ days to 1-3 days while achieving zero regressions with each release.

Seattle, WA

(425) 750-2851

[Email](#) | [LinkedIn](#)

[Website](#)

EDUCATION

University of Washington,
Seattle, WA
Bachelor of Fine Art - Painting

University of Washington,
Seattle, WA
*Bachelor of Art -
Interdisciplinary Visual Art*

CERTIFICATIONS

Harvard Business School
Online
*Certificate: Leading with
Finance*

University of Washington
*Certificate in Front-End
Development with HTML, CSS &
JavaScript*

Nielsen Norman Group
UX Certificate

University of Washington
*Certificate in Human Centered
Design*

ADDITIONAL TRAINING

Silicon Valley Product Group
*Empowered Product Leadership
Workshop*

School of Visual Concepts
*UX Design, Program
Management for the Web, CSS
and HTML, Axure, Project
Management for Design, Project
Management for Digital
Projects*

Senior UX Engineer

Bluetooth SIG, Inc. — *Bellevue, WA*

2017 - November 2020

- Pioneered the role of UX Engineer, leveraging front-end coding skills to implement and maintain visual elements for over 10 custom and SaaS applications.
- Developed interactive prototypes for usability and user acceptance testing (UAT), identifying and resolving usability issues efficiently.
- Created and implemented a training program for a design system using Bootstrap and Vue.js, utilized by multiple engineering teams to ensure a cohesive visual experience.
- Provided coaching and mentorship to junior product managers, UX designers, and Business Analysts, fostering their career growth and enhancing team effectiveness.

UX Designer

Bluetooth SIG, Inc. — *Bellevue, WA*

2010 - 2017

- Defined detailed designs and performed usability testing for Bluetooth SIG Inc.'s primary revenue-generating application, driving enhancements to the user experience.
- Played a key role in presenting designs and workflows to stakeholders, gaining support for UX initiatives and influencing the creative direction of projects.
- Conducted usability testing for workflow management tools, gathering valuable insights to improve product functionality and user satisfaction.

Marketing Designer

Bluetooth SIG, Inc. — *Bellevue, WA*

2007 - 2010

- Managed all visual and graphic content for the Bluetooth SIG, Inc., both globally and across teams, as well as overseeing visual web properties, including production calendars and tasks. Created content for print and web, working within a style guide.

KEY SKILLS

Product and Team Strategy

Team Growth and Coaching

Product Vision and Executive Sponsorship

Collaboration and Stakeholder Management