

HEATHER D. HAWS

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PRODUCT AND UX LEADER, ORGANIZATIONAL STRATEGY & CHANGE

Unique product leader driving strategic transformation in product management, UX, and data disciplines. Experienced in building high-performance teams, modernizing processes, and implementing innovative growth plans to support organizational objectives. Passionate about shaping culture, facilitating change, and scaling team impact to achieve business outcomes. Known for active collaboration, coaching talent, and aligning teams with the company's vision.

KEY SKILLS

- Organizational Strategy and Change Management
- Team Building and Development
- Process Modernization and Operational Efficiency
- Product Vision and Strategic Execution
- Cross-Functional Collaboration and Stakeholder Engagement

EXPERIENCE

Product Management Manager

Bluetooth SIG, Inc. — Bellevue, WA

November 2020 - February 2025

- **Led organizational change** initiatives transitioning teams to modern Software Development Lifecycle (SDLC) practices, reducing code release times from 10+ days to 1-3 days, resulting in zero regressions and improved operational efficiency.
- **Established and scaled a cross-functional team** of five in product, UX, and data, creating an inclusive culture focused on growth, which led to three promotions within two years and positioned the team as strategic partners within the organization.
- Developed and implemented **individualized growth plans and coaching frameworks** for ICs across four unique roles, enhancing team competencies and supporting career development in alignment with company goals.
- Collaborated closely with engineering and IT leadership, enabling the **launch of four new support applications** over two years that aligned with strategic goals for customer engagement and operational productivity.
- Led a **data-driven email verification initiative** that reduced overhead by 80% through stringent verification protocols, strategically improving data accuracy and streamlining member services.
- Designed and launched self-service features, **reducing monthly support tickets by 65%** and empowering users with tools to manage memberships, directly impacting customer satisfaction and reducing operational strain.
- Negotiated strategic cost reductions, **cutting member support platform expenses by 40%** annually while optimizing support resources.
- Researched and recommended a cost-effective replacement for a custom email reflector solution, securing **approval from four key working group members**. The proposed solution would **reduce reflector service costs by 60%** while modernizing the messaging experience.

Senior UX Engineer

Bluetooth SIG, Inc. — Bellevue, WA

August 2017 - November 2020

- **Pioneered the UX Engineer role**, building bridges between design and development that enabled efficient delivery of visual elements across 10+ applications and encouraged cross-functional synergy.
- Developed and deployed a **scalable design system**, aligning three engineering teams around consistent UX standards, which improved workflow efficiency and reduced redundancies.
- **Mentored junior staff**, fostering a culture of growth that led to promotions and advancement within the team, directly contributing to the department's ability to scale effectively and retain talent.
- Championed interactive prototyping and **agile design methodologies** that enabled rapid iteration and improved cross-functional collaboration, aligning the team with agile principles and speeding up time-to-market.

User Experience Designer

Bluetooth SIG, Inc. — Bellevue, WA

September 2010 - August 2017

- Led the **design and testing of mission-critical applications**, enhancing usability and supporting the organization's primary revenue-generating initiatives, directly impacting user engagement and satisfaction.
- Drove **strategic UX enhancements** by gathering insights from contextual observations and usability testing, refining workflows that met both member needs and business objectives.
- Advocated for UX-driven change in product strategy by presenting actionable insights to stakeholders, leading to the adoption of a member-centered approach that shaped project direction.

EDUCATION

University of Washington, Seattle, WA

Master of Science in Information Management (MSIM) — June 2024 - Present

University of Washington, Seattle, WA

Bachelor of Fine Arts - Painting

Bachelor of Arts - Interdisciplinary Visual Art

Nielsen Norman Group: UX Certificate

University of Washington: Certificate in Human-Centered Design

Harvard Business School Online: Leading with Finance

University of Washington: Front-End Development with HTML, CSS & JavaScript

Silicon Valley Product Group: Empowered Product Leadership Workshop

School of Visual Concepts: UX Design, Program Management, Digital Project Management