

Brandi Leath - CSPO, CSM

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RESUME SUMMARY

As the Director of Digital Experience and Quality Assurance at iostudio, I work with stakeholders to develop a high-quality, holistic user experience across digital products with intuitive design and functionality. I am **highly collaborative** across multiple departments, partnering with accounts, strategy, engineering, and creative teams as the **product owner** to define a holistic **product vision** and develop the product roadmap for digital products to meet both the **user's needs and our client's business requirements**.

Skills

- **Business Analysis:** Crafting user stories, shaping technical flowcharts, prioritizing features, refining requirements, and staying ahead of customer needs.
- **Technical Insight:** Grasping the ins and outs of the software development life cycle and effectively communicating with technical experts, including developers.
- **Workflow Enhancement:** Pioneering creative and efficient approaches for flawless task execution.
- **Effective Communication & Teamwork:** Exceptional people skills for fostering communication and collaboration across diverse teams, bridging the gap between tech and non-tech professionals.
- **Simplifying Complex Data:** Transforming intricate requirements and technical jargon into user-friendly flowcharts that anyone can understand.
- **Empowering Leadership:** Guiding, motivating, and providing crystal-clear direction to teams in alignment with the company's vision. Skilled in managing stakeholders, delegating tasks, and inspiring others to achieve organizational goals.
- **Masterful Problem-Solving:** Adept at defining and unraveling problems, recognizing roadblocks, and optimizing work tools, processes, and environments.
- **Agile Enthusiast:** Experienced in Agile methodologies like Scrum, Kanban, and various Agile frameworks, fostering adaptable and efficient development.
- **Product Visionary:** Deep comprehension of product strategy and vision, driving the product roadmap to align with these guiding principles.
- **Strategic Mindset:** Proficient in assessing and dissecting quality-related challenges, providing astute guidance and solutions.
- **User-Centric Design:** Prioritizing user needs by practicing empathy, conducting user research, creating prototypes, conducting tests, and refining designs through iterations.
- **Empathetic Affinity Mapping:** Proficiently using affinity mapping to grasp user needs, define product requirements, and plan future enhancements.
- **Process Innovator:** Detecting inefficiencies, designing and implementing new procedures, and gauging the success of these improvements.
- **Quality Assurance Expertise:** Well-versed in testing methodologies, creating UAT documentation, implementing automation frameworks, and adhering to industry standards.

Technology

- ClickUp, Asana, Jira, Confluence, Notion
- MS Teams, Slack
- MS Office, MS Excel (Advanced)
- Google Workspace
- Figma, Sketch, InVision
- Adobe Suite: Photoshop, Illustrator, XD, InDesign
- WordPress, Drupal, Shopify, Squarespace

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Professional Experience

iostudio - 5+ years

Director of Digital Experience & Quality Assurance, 2020 to present

TBH, there isn't enough room to put everything I do here, but here are some high-level bullet points. 😊

- QA Direction, testing strategies, SOPs, operations
- UX/UI Direction, focusing on human-centered design
- Interim Creative Director for 4 months in 2022 while we were searching to fill that position
- Coaching and mentoring QA and UX/UI design teams
- Product Owner of Digital Products
- Develop Product Roadmap
- Partner with Project Management to manage project timelines, budgets, and deliverables
- Manage the Product Backlog
- Facilitate team meetings - Daily scrum, refinement meetings, retro's, etc.
- Workflow Automation
- Data Visualization, Flowcharts, Diagrams
- Search Engine Marketing & Optimization (SEO, SEM)

Lead Product Designer, 2019-2020

- Coaching and mentoring UX/UI design team
- Organize stakeholder requirements and incorporate them into product design
- Define and determine overall aesthetics and visual styles for products
- Lead UX/UI design and development, website and mobile applications
- Design working prototypes
- Perform user research and testing

Digital Product Designer, 2018-2019

- UX/UI design and development, website and email marketing
- Maintained design standards and executed digital design systems for clients
- Created functional prototypes for website and mobile applications
- WordPress web development and design

Parachute Media - 2 years 3 months

UX/UI Web Designer & SEO Strategist, 2016-2018

- Managed web projects
- Led SEO (search engine optimization) strategy and implementation
- Led content strategy for search engine marketing
- WordPress web development and design

Marysville Marine Distributors - 3 years 3 months

Digital Marketing Manager, Marysville Marine Distributors - 2015-2016

- Managed digital strategy and implementation for five brands, including social media marketing, email marketing, advertising, and digital media

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- eCommerce Administrator
- Project Management

Digital Media Strategist, Marysville Marine Distributors - 2013-2015

- UX/UI design and development, website and email marketing
- Designed ads and social media posts with Adobe Creative Suite
- Product photography and editing for web and digital marketing material

Nationwide Studios - 1 year 10 months

Staff Accountant, Nationwide Studios - 2011-2013

- Financial Statement and Analysis
- Month End Financial Reporting
- Multi-state Sales and Use Tax Returns
- Accounts Payable

S&S Family Entertainment - 6 years 5 months

Accountant, IT Support, S&S Family Entertainment - 2004-2010

- Financial Statement and Analysis
- Business & Sales Tax Preparation
- Accounts Payable
- Vendor Account Management
- Internal Auditing across 16 locations
- Software Installation & Tech Support
- Website Management & Design

Education

- AA Interactive Design, Nossi College of Art - 2013-2016 - GPA: 3.8
- Pursued BCS in Computer Software Engineering, ITT Technical Institute - 2010
- AAS Accounting, Volunteer State Community College - 2002-2005 - GPA - 3.0

Certifications

- Scrum Alliance, Certified Scrum Product Owner, 2021 - ID: [001284884](#)
- Scrum Alliance, Certified Scrum Master, 2022 - ID: [001284884](#)

Awards

- iostudio Q3 Employee Impact Award - 2022
- Mobile Application Design, 2nd place Judges Choice, Adobe UX Competition - 2017 - [read more](#)
- Gold ADDY Award, Army National Guard Microsite - [Take on Your Legacy](#), Nashville AAF - 2021
- "Best of the Best" Talent Discovery Award, Nossi College of Art - 2016

References are available on request.