

Jamie Giannini

Experienced B2C/B2B designer, product manager, and content developer

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EXPERIENCE

HealthMine, Dallas — *Digital Engagement Manager*

June 2017 - PRESENT

Create digital content and manage communication channels to drive acquisition, engagement, and retention. Lead new machine learning initiatives to enhance member experience.

HealthMine, Dallas — *Product Manager*

April 2016 - June 2017

Planned and wrote requirements for new product features, led member experience scrum team in PO role, monthly presentations to CEO and executive management team, led product demos, designed and executed A/B tests to optimize user flows, and analyzed data to identify new opportunities.

Match.com, Dallas — *Product Manager*

January 2014 - April 2016

Defined and developed product ideas, requirements, and wireframes for new features related to member registration and onboarding. Presented findings to executive team, pitched new features, and served in PO role on scrum team.

EDUCATION

Southern Methodist University, Dallas — *Master's Degree, Interactive Technology*

2010 - 2012

Point Loma Nazarene University, San Diego — *Bachelor of Arts, Journalism*

2004 - 2008

News Editor for *The Point Weekly* university newspaper

Skills & Software

UX/UI Design

Interaction Design

Email Design

Prototyping

Product Management

Digital Marketing

Agile Development

HTML / CSS

Sketch / Adobe suite

Principle

Salesforce Marketing Cloud

MailChimp

Aha! Product Roadmapping

Certifications

Google Analytics Certified

Google AdWords Certified

Digital Marketing Certificate,
General Assembly

Pragmatic Marketing
Certified, PMC-III

Memberships

American Institute of Graphic
Arts (AIGA), Interaction
Design Foundation