

Jason Fortman

An integrated digital project manager, delivering creative and technical solutions focused on content delivery and user-experience

AREAS OF EXPERTISE

Management

- Agile & lean management
- Design & brand management
- Vendor & client relations
- Strategy and presentation
- Scheduling & process development
- Budgeting & bidding
- Business analysis & documentation
- User stories

Technical

- Web development in: Node.js, .Net, React & React Native ecosystems
- Design in: Framer, Illustrator, After Effects, Photoshop, Sketch

User Experience

- Personas and use case development
- Wireframes and comps
- Information architecture

PROFESSIONAL EXPERIENCE

POP, Inc as a sr. project manager (2018)

The Seattle based agency POP was called in to redesign the UX of an authoring service and platform. I worked as a freelance project manager to help the team develop a proof-of-concept UX over a quick two-week period.

During this project, I performed:

- Management of cross-functional teams
- User interviews
- Schedule ownership

Software utilized: Confluence, Microsoft Office

Starbucks as a project manager (2017-2018)

Starbucks rewards combines data-science based personalization and gamified engagement. I worked as a project manager for many cross-functional/cross-group efforts combining development, design, marketing and analytics deployed over email, app, and web.

During this project, I performed:

- On-site and remote management of cross-functional teams
- Product development
- Schedule ownership

Software utilized: Jira, Confluence, Tableau, Sharepoint, SmartSheets, Microsoft Office, Photoshop

SapientRazorfish as a sr. project manager (2017)

SapientRazorfish was commissioned to lend its expertise in the development and creation of a digital-signage platform for Starbucks (think 15' high digital walls running custom software; displaying video and synchronized text). I was brought on board because they needed a manager that could speak, Product, Development, and Design in equal margins.

During this project, I performed:

- On-site and remote management of an agile development team as we worked through supply chain and sourcing issues in the development of a comprehensive digital-signage platform
- Bids, budgets, contracts over a project with a tight deadline and with 100% vacation utilization by the staff
- Cultivation & Collaboration with cross-functional teams consisting of product and design managers throughout Starbucks
- Presented progress reports and technical demos
- The duties of Scrum Master or Product owner for various production teams

Software utilized: Jira, Confluence, SmartSheets, Git, Microsoft Office, Adobe Premier, Photoshop, Visual Studio, .Net, Node.js, Mocha, Electron

Hetauda House as content strategist and interactive producer (2016)

The Hetauda House project was a non-profit fund-raising campaign to build and supply a safe home in Nepal for women and children in the fight against human trafficking in that region. I was originally called in to provide technical and design direction, but quickly found that content and campaign strategy fell short of where they needed to be so I took this project on full-time.

During this project, I performed:

- Content strategy development
- Campaign development (from ideation to sunseting)
- Technical direction and production management
- Direction of Site-redesign and branding efforts
- Video & Motion graphics production

Software utilized: Microsoft Office, Adobe After effect, Adobe Premier, Photoshop, WordPress, Node.js

Microsoft Dev Center as a program manager (2015)

Dev Center Benefits was a web portal product developed to encourage Developer engagement and awareness of Microsoft design guidelines and API updates through a combination of presentation and gamification. The first version of the portal failed to live up to its promise and I was hired to refine the projects goals and create a new version that would set the project up for success.

During this project, I performed:

- Business analysis and user-flows
- User stories and persona development
- Content strategy
- Management of internal and external creative and development teams
- Relationship building and partnering of teams throughout the organization
- Budgets, schedules, presentations
- The duties of Scrum Master or Product owner for various production teams

Software utilized: Microsoft Office, Adobe Photoshop, SharePoint

Microsoft Game Studios as a digital producer (2014)

Microsoft has over 400 gaming assets with varying degrees of branding and marketing support (think Solitaire to Gears of War). I developed a set of strategies and processes to help product managers bring community and online presence to their properties by developing design, content and UX strategies and platforms. Production ranged from community portals, websites, video production, and platform specific assets for Steam and various app stores.

During this project, I performed:

- Management of cross-functional teams of creatives and developers
- Relationship building and partnering of teams throughout the organization
- Production of viral videos, support content, and social media

- The duties of Scrum Master for the production team

Software utilized: Microsoft Office, Adobe After Effect, Premier, Photoshop, Jira, SharePoint, Visual Studio, .Net

Microsoft Xbox as a UX program manager (2013)

At Xbox, I managed a team of user researchers in preparation for the Xbox One launch.

During this project, I performed:

- Management of an agile team of user researchers.
- Planning & Direction large scale research events including one that tripled the previous year's quota (over 430 participants over a few hours).
- UX evaluations.
- The duties of Scrum Master for the production team

Software utilized: Microsoft Office, Adobe Illustrator, Photoshop, SharePoint

Deloitte Digital (formerly Banyan Branch) as a digital producer (2013)

For this project, I developed the technical platform strategy and multi-year roll- out plan for a developer engagement portal and well as managed the development of an internal department-wide communication portal.

During this project, I performed:

- Remote and internal cross-functional team management
- User stories
- User flows and personas
- Business analysis
- Technical direction
- Campaign strategy
- Content Strategy

Software utilized: Microsoft Office; Adobe Illustrator, Photoshop; SharePoint, Basecamp

McGraw-Hill, Center for Digital Innovation as a digital producer (2012)

At McGraw-Hill, I managed a cross-functional agile development team process for a cross-functional team to create a online courseware application and interactive educational games.

During this project, I performed:

- Definition and refinement of development processes
- Management of production
- The duties of Scrum Master for the production team

Software utilized: Microsoft Office; Jira, Pivotal Tracker

Redtech Studios as a sr. producer (2012)

At Redtech Studios, I managed a team of motion designers to produce product launch videos for international markets. Developed story and scripts and supervised voiceovers.

During this project, I performed:

- Production of motion graphics and videos for product launches localized in 18 different languages
- Development of stories & scripts
- Supervision of sound design and voice recording sessions

Software utilized: Microsoft Office; Adobe After Effects, Adobe Premier, Adobe Illustrator, Photoshop

Publicis as an interactive producer and project manager (2011)

At Publicis, I managed many projects including: social media campaigns, campaign websites, mobiles development, video production, live and streaming events, and branding.

During this project, I performed:

- Bidding, scoping, scheduling, & budgets
- Management of Cross functional teams
- Technical direction
- Event planning
- Branding and product launches
- Social media campaigns *Software utilized: Microsoft Office; Adobe After Effects, Adobe Premier, Adobe Illustrator, Adobe Photoshop, Basecamp*

Microsoft Zune as a digital & video producer (2009)

At Zune, I was tasked with producing (story, scripting, production and vendor management, pre- and post-production, sound design, delivery) seven videos for a product launch. These videos required coordination of Motion designers in New York and Portland as well as licensing sign-off on thousands of music industry assets. The product was still in development during most of this time requiring creative mitigation to meet deadlines. Managed other studio projects including web, print and other videos.

During this project, I performed:

- Management of the creation of Motion graphics, videos, & creative assets
- Led internal creative teams for multiple projects
- Development scripts and themes
- Direction remote production teams
- Supervision of sound design and post-production

Software utilized: Microsoft Office; Adobe After Effects, Adobe Premier, Adobe Illustrator, Adobe Photoshop

MSNBC as a program manager (2008)

At MSNBC, I managed many campaigns aligned with current events and news. I also developed several streaming video products and custom content types.

During this project, I performed:

- Management of remote and local cross-functional technical production teams
- Bidding, scoping, scheduling
- Cultivation of cross department relations.

Software utilized: Microsoft Office; Adobe After Effects, Adobe Premier, Adobe Illustrator, Adobe Photoshop

EDUCATION

- Currently enrolled in MA of Communications in Digital Media (University of Washington)
- BA in Arts & Literature (Antioch University Seattle)
- Studied Computer Science & Art (Maharishi International University)
- Certificates in Animation, Scripting and Production (Mesmer Animation Labs)