

Jason Fortman

An integrated digital project manager focused on creative and technical solutions for content and user-experience

Project Management

Agile and lean methodologies, vendor and client relations, Presentation, scheduling, budgeting, bidding, media production, process development, technical documentation

Software: Jira, Phabricator, Basecamp, SharePoint, Project, Excel, PowerPoint

Technical and Media

Script editing and writing; motion graphics and video production; development using HTML5, CSS, SASS, JSON, XML, JavaScript, Node.js, React, .Net, SQL

Software/Platforms: Adobe After Effects, Adobe Premier, Adobe Speed Grade, Final Draft, Microsoft Word; Windows, OS X, Linux, BSD, iOS, Android

User Experience

UX comps, wireframes and documentation (user stories, information architecture, personas, use cases)

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, OmniGraffle, Microsoft Visio, Prezi

EXPERIENCE

2006-Present Independent Contractor

Representative Engagements Include:

SapientRazorfish — On-site and remote management of an agile development team at Starbucks. Entailing custom video hardware solutions, and development in a Multi-OS, multi-platform, multi protocol environment.

Notes: Primarily Node.js and c# environment on Windows, Linux, and Electron for video endpoints targeting multi-room digital-signage solutions.

Microsoft Dev Center — Defined content strategy and led internal and external creative and development teams to create a portal focused on developer engagement.

Notes: Tasked to create a second version of a developer portal. The existing version was not integrated into other Microsoft properties and failed to engage it's audience. I formed teams to clarify the portal's intentions and created a content strategy with an emphasis on gamified engagement as well as an updated UX strategy.

Microsoft Game Studios — led an internal creative and development team to create online presences for Microsoft's large catalog of gaming assets.

Notes: 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.

Experience cont'd

Microsoft Zune — produced product launch videos and creative assets.

Notes: Tasked with producing (story, scripting, production and vendor management, pre- and post production, sound design, delivery) seven videos for a product launch three months away. 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.

Publicis — produced various websites and apps including the Publicis Seattle website redesign as well as content strategy, social media and live streaming events.

Notes: Typical of agency work there was a lot of bidding and evaluating vendors to partner with. A few highlight projects include: an online concert with 18-camera feeds and a custom streaming and archiving app tied together over social media. A highly social streaming radio app. Agency website redesign focusing on including streaming video and social channels.

Redtech Studios — produced motion graphics for product launches in 18 different languages.

Notes: Managed a team of motion designers to produce product launch videos for international markets in 18 languages. Developed story and scripts and supervised voiceovers.

Microsoft Xbox — managed a team of user researchers in preparation for the Xbox One launch.

Notes: Managed an agile team of user researchers as they collected demographics data in public and restricted settings. Directed large scale research events including one that tripled the previous years quota (over 430 participants over a few hours). Conducted UX evaluations.

Deloitte Digital (formerly Banyan Branch) — development of platform and content strategy for large corporate portals.

Notes: Developed the platform strategy for an exhaustive executive-level presentation and multi-year roll-out plan. Also directed the development of an internal corporate portal.

McGraw-Hill, Center for Digital Innovation — defined processes and strategy for online courseware applications and educational games.

Notes: Defined and managed agile development process for a cross-functional team and alignment with strategic goals.

Windows Phone — managed technical compliance and relations with international telecom providers.

Notes: Tasked with ensuring that Windows Phone performed correctly for deployment in European markets. I developed relationships between the development teams and telecom providers to finalize product launch. Numerous technical and user-experience strategies were defined and implemented.

MSNBC — developed sponsored content strategy for ongoing and event driven campaigns focusing on interactive and video content.

Notes: Developed and became a test bed for emerging platforms including streaming video players and advertising and content management systems. Developed and presented stories to bridge the disparate sales and journalism teams.

GoGoMo — managed user experience and digital strategy for a notable Seattle area startup.

Notes: Managed a team of remote developers and designers in the creation of prototypes and products for digital asset deployment on mobile platforms.

Education

Currently enrolled in **MA of Communications in Digital Media** (University of Washington, 2017)

BA in Arts & Literature - Antioch University Seattle (Seattle, WA 2012)

Computer Science & Art - Maharishi International University (Fairfield, IA 1995)

Certificates in Animation, Scripting and Production with SoftImage XSI, Maya, Combustion-Mesmer Animation Labs (Seattle, WA 2002)