Heather D. Haws

Product Development Leader with over 15 years of experience in product discovery, front-end development, visual design, and UX design for a globally known technology brand. Managed a 5-member cross-functional (product, user experience, data) team and coordinated with five business areas toward the release of four all new membership administration applications. Expertise in strategic planning, team growth, and coaching.

Seattle, WA
Email
LinkedIn
Website

EXPERIENCE

Product Management Manager

Bluetooth SIG, Inc. — *Bellevue, WA*

November 2020 - Present

- Established and managed product management team within operations, overseeing a team of 5 professionals including three disciplines UX, Product, and Data.
    - Created tailored coaching materials and growth plans, leading to the promotion of three individuals over two years.
    - Instituted coaching strategies for ICs in four unique roles aligning performance with roles, enhancing productivity and skill development.
- Led the product team in transitioning to modern Software Development Lifecycle (SDLC) processes, transitioning from scrum to kanban and reducing production code release time from 10+ days to 1-3 days with zero regressions.
- Cultivated strong relationships with engineering and IT departments, facilitating the successful launch of four member administration support applications.
    - Executed stringent email verification, reducing users from 75,000 to 15,000 in 2021 while maintaining a 70-76% verification rate within 30 days annually.
    - Introduced self-service features that reduced monthly support tickets by 65%.
    - Streamlined membership application process, decreasing submissions per company from 1.5 to 1, easing workload for the team.
    - Improved renewal process reducing rate of reissued invoices per month by 63%.
- Led strategy, design, and execution of customer support portal, onboarding over 50% of staff and three specialized business areas. Implemented unique features enhancing support offerings and enabling in-the-moment feedback during biannual member events.
- Developed clear and compelling strategies and strategic objectives for Data & Analytics, engineering, digital products, and operations, enhancing overall performance and productivity.

EDUCATION

University of Washington,
Seattle, WA
Bachelor of Fine Art - Painting

University of Washington,
Seattle, WA
Bachelor of Art - Interdisciplinary Visual Art

CERTIFICATIONS

Harvard Business School Online
Certification: Leading with Finance

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

Nielsen Norman Group
UX Certificate

University of Washington
Certificate in Human Centered Design

ADDITIONAL TRAINING

Silicon Valley Product Group

Empowered Product Leadership Workshop

School of Visual Concepts

UX Design, Program Management for the Web, CSS and HTML, Axure, Project Management for Design, Project Management for Digital Projects

Senior UX Engineer

Bluetooth SIG, Inc. — *Bellevue, WA*

August 2017 - November 2020

- Pioneered the role of UX Engineer, leveraging front-end coding skills to implement and maintain visual elements for over 10 custom and SaaS applications.
- Developed interactive prototypes for usability and user acceptance testing (UAT), identifying and resolving usability issues.
- Defined and executed a design system integrating Bootstrap and Vue.js, adopted by three engineering teams.
- Mentored junior staff members fostering career growth leading to one promotion and two individuals finding advancement opportunities.

UX Designer

Bluetooth SIG, Inc. — *Bellevue, WA*

September 2010 - August 2017

- Defined detailed designs and performed usability testing for Bluetooth SIG Inc.'s primary revenue-generating application, as well as three other applications driving enhancements to the user experience.
- Presented designs for specification workflow enhancements to stakeholders at member events, gaining support for UX initiatives and influencing the creative direction of projects.
- Conducted contextual observation sessions with key members on workflow management tools, gathering valuable insights to improve product functionality and user satisfaction.

Marketing Designer

Bluetooth SIG, Inc. — *Bellevue, WA*

March 2007 - September 2010

- Managed all visual and graphic content for the Bluetooth SIG, Inc., both globally and across teams.
- Established visual web management properties, including production calendars and task tracking.
- Created content for print and web, working within a style guide.

Receptionist, Executive Assistant, and Office Coordinator

Bluetooth SIG, Inc. — *Bellevue, WA*

February 2005 - March 2007