



A D A M M A S L A C

DIGITAL PRODUCT MANAGER
& UX STRATEGIST



0425 555 126



adam@maslac.com.au



linkedin.com/in/maslac



maslac.com.au

SKILLS

- Project management in Scrum, Agile, Lean, Kanban & Waterfall
- UX research
- MVP strategy
- Workshop facilitation
- Customer journey mapping
- User stories
- Feature specifications
- Service blueprints
- Product roadmapping
- Creative problem solving
- Stakeholder consultation

EXPERIENCE

SENIOR PRODUCT MANAGER

Amplify-Now (SaaS) | 2023 - Present

Product management responsibilities:

- Create and iterate on the company's product roadmap
- Gather qualitative data to inform product design and development decisions through facilitating stakeholder discovery workshops and conducting usability testing with end users
- Collaborate with the Head of Product and UI designers to bring the product vision to life
- Write detailed feature specifications and user stories which consider alternate states and edge cases
- Define a Minimum Viable Product (MVP)
- Sprint planning & delivery management
- Work with developers to pivot approach and creatively solve UX challenges in a way that balances business needs and time constraints
- Conduct end-to-end quality assurance checks to ensure features meet specification
- Configure tracking for quantitative insights
- Write release notes
- Create knowledge base resources used to train the implementation and support teams on new features
- Partner with the implementation team as the product domain expert to propose solutions to customer needs



HIGHLIGHTS:

- Created and successfully implemented the company's product roadmap within my first 6 months.
- Created a customer feature request review process to make sure that both product vision and customer needs aligned when choosing which areas of the product to develop.



CLIENTS:

- Pfizer
- HP
- Coca-Cola Amatil
- BHP
- General Electric (GE)
- PwC



A D A M M A S L A C

DIGITAL PRODUCT MANAGER
& UX STRATEGIST



0425 555 126



adam@maslac.com.au



linkedin.com/in/maslac



maslac.com.au

SKILLS

- Project management in Scrum, Agile, Lean, Kanban & Waterfall
- UX research
- MVP strategy
- Workshop facilitation
- Customer journey mapping
- User stories
- Feature specifications
- Service blueprints
- Product roadmapping
- Creative problem solving
- Stakeholder consultation

EXPERIENCE

DIGITAL PRODUCT MANAGER & UX STRATEGIST

Atomix (Digital Agency) | 2020 - 2023

Product management responsibilities:

- Become a subject matter expert on each of my clients by working with them to understand and define their business requirements in the context of creating a digital product and seeing it through from conception to completion
- Gather data to inform product design and development decisions through facilitating stakeholder discovery workshops and conducting usability testing with end users
- Collaborate with UI designers to create prototypes
- Write feature specifications and user stories
- Define a Minimum Viable Product (MVP)
- Work with developers to pivot approach and creatively solve UX challenges in a way that balances business needs and budget constraints
- Conduct quality assurance checks to ensure features meet specification
- Additionally perform project & portfolio management duties (outlined under job description below)



HIGHLIGHTS:

- Lead UX for the discovery phase of a Queensland Government eHealth product impacting half a million health professionals across the state.
- Product managing the development of a \$2 million national membership platform for Australia's largest trade union impacting quarter of a million members nationwide.



CLIENTS:

- Queensland Government eHealth
- South Australian Tourism Commission
- Cancer Council SA
- SAHMRI
- SDA Union
- Elders



A D A M M A S L A C

DIGITAL PRODUCT MANAGER
& UX STRATEGIST



0425 555 126



adam@maslac.com.au



linkedin.com/in/maslac



maslac.com.au

QUALIFICATIONS

- SAFe 5 Product Owner/Product Manager certification
- NN/g UX Management certification
- PRINCE2 Agile Foundation certification in Agile Project Management
- Brene Brown Dare To Lead program
- ADMA Digital Marketing certification

EXPERIENCE

DIGITAL PROJECT & PORTFOLIO MANAGER

Atomix (Digital Agency) | 2017 - 2020

Project Management responsibilities:

- Utilising different project management methodologies (eg. Scrum, Agile, Lean, Kanban or Waterfall) depending on the nature and scale of the product
- Prioritising work using a range of frameworks
- Budget, scope & timeline management
- Risk mitigation and contingency planning
- Stakeholder engagement & consultation
- Managing multi-disciplinary teams of up to 25 people

Portfolio Management responsibilities:

- Internal process improvements
- Resource planning and forecasting for upcoming projects
- Traffic management and scheduling
- Timesheet reviews
- Facilitating company wide stand-ups
- Conflict resolution
- Recruitment



HIGHLIGHTS:

- Managing a portfolio of 30+ projects to the value of approx \$2.5 million.
- Increasing average project developer efficiency by 50%.
- Reducing standard product lead time from 8.5 months to 6.5 months.
- Successfully managing the agency's first React website build for Cancer Council SA.
- Successfully managing the South Australian Tourism Commission's first PWA product.



CLIENTS:

- Adelaide Oval
- SA Power Networks
- Electranet
- Beach Energy
- Santos
- Babcock



A D A M M A S L A C

DIGITAL PRODUCT MANAGER
& UX STRATEGIST



0425 555 126



adam@maslac.com.au



linkedin.com/in/maslac



maslac.com.au

EDUCATION

- BACHELOR OF
MANAGEMENT (MARKETING)
University of South Australia
- BACHELOR OF BUSINESS
(COMMERCIAL LAW)
University of South Australia

EXPERIENCE

DIGITAL ACCOUNT MANAGER

Atomix (Digital Agency) | 2016 - 2017

Account management responsibilities:

- Capturing client requirements and conveying these to the internal team
- Support desk ticket management
- Building long-term relationships and trust with clients
- Acting as an escalation point for client issues
- Creating sales proposals
- Invoicing



HIGHLIGHTS:

- Coordinating with Zoos SA on the Monarto Safari Park digital re-brand.
- Working with Sydney Swans on updating their membership website each season to improve the experience for their 50,000+ membership base.
- Helping The Hospital Research Foundation Group raise funds towards cancer research each year through on-going campaign updates to their websites.



CLIENTS

- Zoos SA
- The Hospital Research Foundation Group
- Ehrenberg-Bass Institute for Marketing Science
- Sydney Swans



A D A M M A S L A C

DIGITAL PRODUCT MANAGER
& UX STRATEGIST



0425 555 126



adam@maslac.com.au



linkedin.com/in/maslac



maslac.com.au

REFERENCES

AVAILABLE ON REQUEST