



A D A M M A S L A C

PRODUCT MANAGER
& UX STRATEGIST



0425 555 126



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PROFILE

After 10+ years successfully managing digital products in a wide range of industries as varied as government, finance, mining/infrastructure, health and entertainment I've become proficient in delivering high quality enterprise solutions from conception to completion and building high performing teams to support them. Although I'm still always learning and searching for new ways to improve existing processes and products.

I feel a strong sense of ownership for the products I manage and enjoy getting into the details, collaborating closely with the team and engaging with end users.

The values I try to live by both personally and professionally are:

- Integrity
- Authenticity
- Connection
- Courage
- Balance
- Presence
- Mastery



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SKILLS

- UX research
- Usability Testing
- Workshop facilitation
- Customer journey mapping
- MVP strategy
- User stories
- Wireframing
- Feature specifications
- Project management in Scrum, Agile, Lean, Kanban & Waterfall
- 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
- 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:

- Developed a customer feature request review process within my first month to make sure that both product vision and customer needs aligned when choosing which areas of the product to develop.
- Created and successfully implemented the company's product roadmap within my first 6 months.
- Helped increase AAR by 55% (from \$4.85M to \$7.5M) and ACV by 27% (from \$151k to \$192k) in my first 12 months



CLIENTS:

- Pfizer
- HP
- Coca-Cola Amatil
- Intel
- BHP
- Goodyear



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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 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



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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



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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