

# IRMA MESA

## Product Manager

### Info

---

#### Website

[www.justirma.com](http://www.justirma.com)

#### Phone

(305) 562-9885

#### Email

[irmaamesa@me.com](mailto:irmaamesa@me.com)

### Education

---

#### Project Brilliant

Certified Scrum Product Owner (CSPO), 2018

#### Grow with Google

Front-End Developer  
Scholarship Recipient, 2018

#### Miami-Dade College

Front End Web Dev Course,  
2016

#### Florida International University

BS in Psychology, 2015

### Social

---

[linkedin.com/in/irmamesa](https://www.linkedin.com/in/irmamesa)

[github.com/\\_justirma](https://github.com/_justirma)

[twitter.com/\\_justirma](https://twitter.com/_justirma)

[youtube.com/irmattg](https://www.youtube.com/irmattg)

### Work Experience

#### Paper Street Media - Remote Product Manager (Nov. 2017 - present)

Implemented quarterly product roadmaps to define projects and grew team effectiveness by running weekly retro meetings and reviewing team KPI's. Increased launch to live time by 35% quarter over quarter by creating Gantt charts with design, creative and development teams. Developed user stories, acceptance criteria and prototypes for 5+ projects per quarter allowing us to launch consistently while increasing our member base by 3,000 over 3 months.

#### Paper Street Media - Remote Project Manager (Sept. 2017 - Nov. 2017)

Led the launch of 3 new sites in under 2 months for a new acquisition brand. Increased sales by an average of 15 sales per day after re-designing and revamping copy. Built and trained a team of 3 developers to autonomously run the new acquisition allowing PM team to focus on customer needs.

#### Paper Street Media - QA Lead (May 2016 - Dec. 2017)

Developed test plans for our site launches and tracked defects in JIRA which allowed to decrease post launch bugs by 80%. Improved my QA team's functional and regression test time by 25 hours by integrating tests using the RainforestQA platform. By integrating this QA tool my team was able to focus on high priority business goals.

#### SkyVerge - Remote Support Specialist (Sept. 2016 - April 2017)

As a contract specialist, I provided support and completed app installs for over 300 ShopStorm merchants using HTML, CSS, JS. Updated and edited documentation for merchants and created instructional and promotional videos.

### Skills

**Proficient** HTML, CSS, Bootstrap, Git, Balsamiq, UXPin, JIRA, Confluence, GA

**Experienced** UX, JavaScript, Test Automation, SDLC, Agile/Scrum, Backlog Refinement, Design Thinking, User Research, A/B Testing, Market Research

### Notable Projects

#### Creator of Elevatd.Co - Present

Online space for blogs, education, motivation and community engagement.

#### Volunteer, Teaching Assistant - Present

BlackGirls Code, Lesbians Who Tech, OUT Miami, Girl Develop It Indy, CodeDoesGood.

#### Chingu Voyage, Front-End Cohort - September 2017

Project Manager for the team, I led the team in building a splash page using JavaScript/React - <https://chingu-coders.github.io/Voyage2-Owls-02/>