

IRMA MESA

Product Manager

Info

Website

justirma.com

Location

Indianapolis, IN

Email

irmaamesa@gmail.com

Education

Project Brilliant

Certified Scrum Product Owner (CSPO), 2018

Grow with Google

Front-End Developer
Scholarship Recipient, 2018

Udacity

Product Design Degree,
2018

Florida International University

BS in Psychology, 2015

Social

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

github.com/justirma

twitter.com/_justirma

[youtube.com/c/JustIrma](https://www.youtube.com/c/JustIrma)

Work Experience

Paper Street Media - Product Manager (May. 2017 - present)

- Led dev teams to take ideas from concept to production on web projects.
- Launched 3 major sites in 3 months resulting in **3,000** new members.
- Led build of an autoplay video feature which increased watch time by **2x**.
- Improved design feedback process by adding weekly wire framing, prototyping and UX/UI design walk through sessions.
- Led membership checkout UX/UI and copy improvements to reduce join abandonment and increase conversion.

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

- Led launch of 3 new web projects in under 2 months for a new acquisition.
- Increased membership sales by 15 per day after re-designing site and copy.
- Built and executed new sprint process to communicate feedback to stakeholders and development.

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

- Led and managed QA Team.
- Led tracking of production bugs and decreased post launch bugs by 80%
- Integrated new QA tool, RainforestQA for automated functional and regression tests and saved our team 15 hours weekly in testing efforts.

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

- Supported and completed over 300 app installs for our Shopify merchants using HTML, CSS and Shopify Liquid language.
- Updated and edited existing documentation for our merchants.
- Created a high quality instructional and promotional marketing video.

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, OUT Miami, Girl Develop It Indy, CodeDoesGood.

Chingu Voyage, Front-End Cohort - September 2017

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