KESHA M. WATSON, PMP, ACP, CSPO, CSM, CUA

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SUMMARY

Delivering Design Innovation. On-Time. On-Budget. Technology and User Experience Leader with over 15+ years of experience in championing emerging digital technologies, driving measurable business value and solving user experience challenges to improve digital interactions of both international and domestic organizations of any size. Strong communicator and relationship builder, experience with Product Management, Program Management, UX Principles, Performance Management and leading cross-functional teams.

- **PRODUCT MANAGEMENT: Certified Scrum Product Owner (CSPO)** specializing in **overseeing web or application projects** from beginning to end in varying sizes and budgets. Setting vision, defining the roadmap, establishing MVPs and Release Planning. Effective communication with clients, vetting of functional specifications, vendor selection, and management of internal and external resources.

- **PROGRAM MANAGEMENT: Certified Project Management Professional (PMP), Agile Certified Practitioner (ACP)** and **ScrumMaster (CSM)** with experience in **Traditional and Agile Project Management.** Strong background in program management, project planning, risk mitigation, technical solution implementation, and budget management. As a program manager, I utilize Agile methodologies and blend traditional Waterfall methods into an organization's existing culture, when appropriate, to achieve project success. I try to communicate in a manner that engages both key executives, stakeholders, product owners, UX professionals and technical teams, so all parties feel informed and involved in the project's success. Specializing in planning, cross-functional team management, risk mitigation, and demonstrating **value-add principles and practices** to teams.

- **USER EXPERIENCE: Certified Usability Analyst (CUA)** experienced in leveraging user experience methodologies, specializing in **User Research and User Experience Strategy**. Research Methods include: User-Centered Analysis, Contextual inquiry, Exploratory field studies, Ethnography, Facilitation, Heuristic Evaluation, Personas, Scenarios, Use Cases, Specifications, Surveying, Task Flows, Usability Testing, Workshops, Interviewing (remote and on-site) and Strategy Development. **Utilizing UX to influence positive delivery and adoption of technology efforts.**

Proven ability to leverage new technologies, develop situational workarounds when necessary, and strong track record of delivering solutions that drive results. Onsite and Remote worker accustomed to working in high-stress environments. Job titles change from organization to organization, but my **core skillset and passion is Project Management and User Experience**.

ONLINE PROFILES & RECOMMENDATIONS

My Portfolio Site: http://www.bennumediagroup.com/	LinkedIn Profile: http://www.linkedin.com/in/keshawatson	*For a more comprehensive view of my experience, please visit my LinkedIn Profile.*

AREAS OF EXPERTISE

Agile Project Management	Human Centered Design	Cloud Computing Technologies
User Experience Research and Strategy	Web Analytics	Meeting and Workshop Facilitation
Software Development	Sketching, Wireframing, Prototyping	Motivational Speaking
Systems Development Lifecycle (SDLC) Management	Adult Learning & Development Behaviors	Commitment to Life-Long Learning

TECHNICAL TOOLS

HTML / CSS	Innotas	JIRA – Issue and Project Tracking	Microsoft Visio
Adobe Photoshop	Invision Pro	RALLY - Issue and Project Tracking	Smartsheets
Adobe Illustrator	IBM Rational Team Concert (RTC)	Microsoft Office Suite	Sketch, Luma Workplace
Axure RP	Agile Lifecycle Management (ALM)	Microsoft Project	WordPress CMS

PROFESSIONAL EXPERIENCE

IT PROGRAM MANAGER | PRESS GANEY | CHICAGO, ILLINOIS
SEPTEMBER 2019 – PRESENT

IT Program Manager for Press Ganey, managing the Integrated Analytics, Workforce Engagement, and Nursing Excellence Programs. For more than 30 years, Press Ganey's mission has been to support health care providers in understanding and improving the entire patient experience. As a strategic business partner to more than 26,000 health care organizations, we lead the industry in helping clients transform the patient experience and create continuous, sustainable improvement.

- **Strategically overseeing groups of projects making up a $7M+ portfolio of work**. Responsible for providing transparency to executive leadership on the technology health and status of numerous tracks of work within the programs.
- **Coordinating time, budget, and resources** to complete work within program guidelines. Working with Product and Application Development management to plan the overall program and monitor progress to make sure that milestones are being met across the various projects and programs. Fostering trust and building relationships between Product, the PMO and IT by

providing visibility and insights into to the many tracks of work within Integrated Analytics, Workforce Engagement and Nursing Excellence Programs. Working to identify and resolve project and program level issues/risks/dependencies and escalate as needed.

NOTABLE ACCOMPLISHMENTS:
- **Overseeing the Integrated Analytics (IA) Dashboard project**, the premier Press Ganey tool offering cross-domain analytics. Press Ganey's Integrated Analytics Solutions strengthen clients' ability to deliver on the patient promise of safe, high-quality, patient-centered care, delivered by an engaged and resilient workforce. IA Solutions are built on research-based foundation that demonstrates the intersections of performance across the domains of Safety, Quality, Experience, and Workforce Engagement and utilizes **PowerBI, Microsoft Azure Cloud Computing, Enterprise Level Data Storage** and **custom Angular UI Libraries**.

SCRUM MASTER | BMW TECHNOLOGY | CHICAGO, ILLINOIS
JANUARY 2019 – SEPTEMBER 2019

Scrum Master (via Apex Systems) for BMW **Technology** Chicago, coordinating the software engineering efforts for the BMW Connected Drive Application on iOS devices (iPhone) and BMW in-car Head-Unit Displays. Supporting the Agile Transformation efforts across iOS and Head-Unit development Teams as a Scrum Master.

- **Facilitating Scrum Ceremonies**, planning, tracking and organizing day-today activities for the **iOS and Online Application Platform (OAP) Head-unit** teams during 2-week Agile Sprint cycles utilizing a Scrum Framework and **Swift (iOS), Java**, **Microsoft Azure** for technical development.
- **Collaborating with team members across both Business and Technology** disciplines providing mentoring and coaching around Agile principles and practices. In addition, acting as a servant leader and aiding with the resolution of blocking challenges. Utilizing a basic knowledge of software development methodologies and Project Management fundamentals (Agile, SCRUM, Kanban, Waterfall, etc.) to guide teams to success.

NOTABLE ACCOMPLISHMENTS:
- Focused on the elimination of current and post-release defects in the iOS and OAP code base. **Succeeded in eliminating 100%** of the defects in the OAP application code base for the first time in the history of the application.

SENIOR IT PROJECT MANAGER & SCRUM MASTER | PEOPLESCOUT | CHICAGO, ILLINOIS
FEBRUARY 2018 – NOVEMBER 2018

Senior IT Project Manager / Scrum Master for PeopleScout, managing the new Affinix Application, a mobile-first, cloud-based platform that creates a consumer-like candidate experience and streamlines the sourcing process. Embedded within PeopleScout's talent solutions, Affinix delivers speed and scalability while leveraging artificial intelligence, recruitment marketing, machine learning, predictive analytics and other emerging technology with one-point ATS and VMS integration and single sign-on. PeopleScout (http://www.peoplescout.com), a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP capabilities supporting total workforce needs.

- **Affinix Program Manager** administering updates, execution, and results for the Enterprise Level PeopleScout IT Portfolio for all PeopleScout Projects. Responsible for resource planning and contributing to Executive Stakeholder reporting.
- **Structuring, coordinating and overseeing the Middleware Development Team** during 3-week Agile Sprint Implementation cycles utilizing a Scrum Framework and Java, **Amazon Web Services (AWS)**, **MuleSoft, JBOSS** for technical development. Working with all levels of the organization (Executive, Infrastructure, and Vendors) to build trust and assist in the development of effective processes while implementing solutions for new and existing PeopleScout clients. Responsible for Affinix Change Control, Deployment and Release Management**.**
- **Encouraging Agile best practices** while streamlining team processes to improve accuracy and meet Client Implementation deadlines for clients such as **Hallmark, Reinhart, and Save-A-Lot**.

PROJECT MANAGER & SENIOR BUSINESS ANALYST | NORTHERN TRUST | CHICAGO, ILLINOIS
MAY 2017 – FEBRUARY 2018

Project Manager / Senior Business Analyst (via TEKSystems as a Principal Consultant) for Corporate Marketing Communications responsible for the Northern Trust.com Redesign Project. Northern Trust (www.northerntrust.com) is a Chicago-based bank founded in 1889. The institution serves the world's most-sophisticated clients – from sovereign wealth funds and the wealthiest individuals and families, to the most-successful hedge funds and corporate brands.

- **Managing the project portfolio of $1.8M+ for the user-centered, redesign of the Northern Trust.com website**. Guiding business units, technical resources and vendor engagement at each phase of the project and emphasizing best-in-class user experience. Implementing Agile project management, vetting and onboarding vendors, statement of work development, budget and expense management, project reporting, content strategy, user-analysis, and requirements gathering.
- **Moving a complex, matrixed financial audience** of influencers and decision makers through the iterative process and ensuring high-quality, on-time delivery of all agreed upon deliverables. **Engaging all audiences from C-suite to developer**.

UX/UI MANAGER | HEATHWALLACE | CHICAGO, ILLINOIS
NOVEMBER 2016 – APRIL 2017

UX/UI Manager for the Deposit Onboarding Workstream at HeathWallace (via Robert Half), facilitating and coordinating the delivery of user interfaces for the sixth largest British-based multinational bank, HSBC. Passionately developing creative talent and onboarding resources for the Chicago Office. HeathWallace (http://www.heathwallace.com) is an International UX Agency delivering engaging digital experiences for some of the largest global brands.

- **Chicago Office Development Manager leading UX/Front-End development** activities to create a global product onboarding solution during 3-week Agile Sprint Implementation cycles for Retail Banking Staff using Axure, HTML, CSS, Bitbucket, and SourceTree.
- **Managing effort and driving change** by leveraging Scrum Master skillset, Financial Service expertise, developing client relationships, building high-performance team and maintaining project dashboards, reporting and user stories via JIRA (Confluence). **Conducting pre-and-post deployment User Testing for several interfaces and international financial markets.**

PROJECT MANAGER & UX SPECIALIST | TIAA-CREF | CHICAGO, ILLINOIS
MARCH 2014 – NOVEMBER 2016
Project Manager / Sr. Business Analyst (via TEKSystems) for the Desktop Integration Team of the Unified Desktop Division, developing business requirements, process flows, user acceptance criteria, testing and support integration during 2-week Agile Sprint implementation cycles. TEACHERS INSURANCE & ANNUITY ASSOCIATION – COLLEGE RETIREMENT EQUITIES FUND (TIAA-CREF) (www.tiaa-cref.org) is a Fortune 100 financial services organization that is the leading retirement provider for people who work in the academic, research, and medical fields.

- **Managing project portfolio of $1.2M+** for the Desktop Integration Team, focusing on the Telephony Toolbar Application and Content Management Tools development. Working with IT resources to introduce user-centered design practices into the software development lifecycle.

NOTABLE ACCOMPLISHMENTS:
- **Leading the development of the Enterprise-Level Telephony Toolbar** application which is a new financial services product providing **basic softphone capabilities and complex participant authentication/voice biometric integration within one desktop toolbar application**. Partnering with multiple development teams to support cross-system impacts. Built on a .net platform, this product's objective is to create an integrated desktop experience for call center consultants and provide seamless controls over the various systems used to service participants. This product replaced the Siebel Softphone used by the TIAA-CREF call centers.

TECHNOLOGY MANAGER | AMERICAN BAR ASSOCIATION | CHICAGO, ILLINOIS
FEBRUARY 2012 – MARCH 2014
Technology Manager for the Section of Litigation, managing the direction of technology for the unit, coordinating technical assistance for high-profile membership and staff, while developing the Section web presence (www.americanbar/groups/litigation). The Section of Litigation is a 60,000-member premier association for lawyers involved in litigation and trial practice.

- **Managing an 80K technology budget** for the Section of Litigation. Handling all project financials from estimating hours and budget, vetting and hiring vendors, as well as invoicing and billing. Responsible for e-commerce activities and placing new products on the ABA Online Store.
- **Using a number of user experience methodologies** and web technologies such as Nielsen Norman Group methods (usability), Omniture SiteCatalyst reporting (analytics), Adobe CQ5 (web content management system), and HootSuite (social media management) to advance the directives of the section, monitor/enhance user behavior through membership feedback and identify opportunities to generate non-dues revenue via the web. Maintaining website daily using **HTML, CSS, XML, Adobe Creative Suite and managing all A/V for major events** and producing video content.
- **A leader on the Section Management team**, defining the direction and objectives of the Section and its 25-person staff. Responsible for managing 2 technical direct reports and 7 in-direct reports. In charge of coordinating all external technical vendors and guiding employees via project management, defining the process, creative review of materials and professional coaching.

NOTABLE ACCOMPLISHMENTS:
- **Improving overall site traffic by 52%** within the first year through improvements to the site navigation, development environment restructuring, and implementation of specific guidelines around site updates.
- **Leading the effort around the Section of Litigation Periodicals Migration** from **Teamsite to CQ5**. Team lead at every phase of client engagement. Including project plans, wireframes, CQ5 information architecture, content taxonomy business development, analysis and requirements gathering, user research, design and prototyping, development support, and testing.

PROJECT MANAGER & WEB DEVELOPER | MORAINE VALLEY COMMUNITY COLLEGE | PALOS HILLS, ILLINOIS
MAY 2010 – FEBRUARY 2012
Project Manager and Web Developer for the Marketing and Creative Services Team, producing and updating college Web pages (www.morainevalley.edu), maintaining social media channels, championing changes based on user feedback. Founded in 1967, it is the second largest community college in the state of Illinois. Managing and implementing creative ideas for enhancement of the Moraine Valley Community College website and online presence. Ensuring that the site is browser-compliant for the public and developing web components using HTML, CSS, JavaScript and JQuery as appropriate.

NOTABLE ACCOMPLISHMENTS:
- **Improving overall site traffic by 30%** through web analytic analysis and implementing web best practices as appropriate.
- **Directed and structured interviews with stakeholders** to understand their usability objectives/user needs and develop clear, concise user experience deliverables, as well as testing protocols that help satisfy those objectives**.**
- **Playing a key role in the redesign of the college website** and optimizing the site via improved visual aesthetic, usability, addressing accessibility needs, and further positioning the site as a marketing tool. Improved site navigation and transitioned development environment from FrontPage to Dreamweaver.

LEAD WEBSITE DEVELOPER & COMMUNICATIONS OFFICER (Associate) | JPMORGAN CHASE | CHICAGO, ILLINOIS
JUNE 2001 – OCTOBER 2008

Lead Website Developer for the Commercial Loan Services (CLS) / Global Credit Risk Management Operations (GCRMO) website, a JPMorgan Chase Intranet Site (www.jpmorganchase.com). Successfully managed site operation, content management, visual/architectural design, and front-end development (HTML, CSS, XML and Adobe Creative Suite) for a **1,300 employee, global audience**. **Former Roles: Project Manager, Instructional Designer, Process Analyst**

- Partnering and guiding other web team members in the processing of all incoming web tickets and site modifications within specific turnaround times. Participated in the systems development lifecycle for all Commercial Loan Services Loan Systems and **providing 24-hour website production assurance**.
- **In a cross-functional capacity, as the department's communication officer**, ensuring that departmental communications are clear, concise, consistent, timely and easily understood by all employees. Activities include developing communications media, communication plans, audience analysis, distribution list development, communication development and gaining communication approvals from the appropriate levels of management. Partnered with communications and marketing divisions throughout the bank.

NOTABLE ACCOMPLISHMENTS:
- **Drove one of the strongest online presences** for an operations division within the bank by developing specific site standards, web management process and adherence to a standard service level agreement. Participated in loan system testing design development and deployment dress rehearsals. Summarize and presented test results and created summary reports that adhere to industry standards.
- **Successful development of numerous communications and procedures to ensure the proper deployment of system changes and conversions** across all Lines of Business serviced by Commercial Loan Services. Loan Processing systems such as **Loan IQ, ACBS, VLS and eCLIPS**. Designed effective internal online communications for presentation on company's enterprise intranet.

FREELANCE WORK

PRINCIPAL, UX DIRECTOR & PROGRAM MANAGER | BENNUMEDIA | CHICAGO, ILLINOIS
2009 – PRESENT

Principal, UX Director and Program Manager of interactive media agency, Bennumedia (www.bennumediagroup.com). Bennumedia's goal is to provide bold, fun, beautiful, sophisticated, functional, energized and professional media that speaks the ideas and messages of our clients to their target audience. Bennnumedia develops user profiles, personas, visual design (print/web), content management systems, and usability evaluation for small businesses, associations, religious organizations, and retailers. Utilizing tools such as HTML, CSS, Axure, Wordpress, and the Adobe Creative Suite and other tools/methodologies to meet the needs of each client. **Special interest in Situational Leadership Theory, User Research, Behavior Driven Software Development, and Brain Computer Interface.**

NOTABLE ACCOMPLISHMENTS:
- **Experience in working enterprise content management platforms** (SharePoint 2013, Adobe CQ5, FATWIRE, and WordPress). **Set up user testing environments (in-house and remote)** and moderated testing sessions, as appropriate**.**

EDUCATION, HONORS AND VOLUNTEER ACTIVITIES

Bachelor of Science in Marketing Management CHICAGO STATE UNIVERSITY	**Interactive Media Design** THE ILLINOIS INSTITUTE OF ART CHICAGO, ILLINOIS	**Master of Science in Human-Computer Interaction** DEPAUL UNIVERSITY

CERTIFICATIONS, TRAINING, AND AWARDS

Project Management Professional (PMP) PMI, Credential ID 5580062	**Certified Scrum Master (CSM)** Scrum Alliance, License 638529	**Applied Project Management** Northwestern University, Certification
Agile Certified Practitioner (PMI- ACP) PMI, Credential ID 2774228	**Certified Usability Analyst (CUA)** Human Factors International, Credential ID 2020-7869	Project Management Institute (PMI)
Certified Scrum Product Owner (CSPO) Scrum Alliance, License 1251382		**My Fair Lady Poster (SILVER-2012)** National Council for Marketing and Public Relations Medallion Awards District 3