

ianWarn

DIGITAL PRODUCT MANAGER

I help brands build relationships with people, using technology.

With a proven track record of reliable innovation, supporting both creative and business goals across multiple sectors (such as financial services, FMCG, broadcast, gaming, government and retail) with both in-house and advertising agency experience. A specialist in providing user-centric digital solutions, an award-winning industrial designer and trained graphic designer with over 20 years industry experience.

SKILLS

- Product Management
- Team Lead/Line Management
- User Experience (UX)
- User Interface (UI) Design
- Wireframing
- Information Architecture (IA)
- Customer Experience (CX)
- Front-end Development
- Prototyping
- Quality Assurance
- Collaboration/Workshops
- Agile/Lean/Kanban methodologies

TECHNOLOGY

- Adobe Creative Suite (Advanced)
- CSS3, XML, HTML5, PHP, AS3
- JavaScript
- Greensock
- jQuery
- CMS
- Balsamiq
- Axure
- Sketch
- Omnigraffle

RECENT HIGHLIGHTS

- Increased website speed by over 9x
- Compiling a single, highly segmented email database (from over 35 lists) and created targeted RSS campaigns to enhance customer engagement
- Consolidated 15 websites into a single integrated solution for easier updates
- Improved client relationships using easily understood technical documentation
- Initiated multiple revenue-sharing affiliate rewards programs, creating new ambassadorship opportunities
- Led collaborative workshops with design teams, clients and account management
- Enhanced internal communications with digital infrastructure (e.g. Slack, Zapier)
- Reduced company costs by implementing a standardised development platform

CONTACT

Portfolio: ianwarn.net (password: "AML")
Email: ian@ianwarn.net
Mobile: +44 7510 092 107
Address: 9a Riverfield Road,
Staines-Upon-Thames,
Middlesex,
TW18 2EE

DIGITAL PRODUCT MANAGER - Horse & Country TV, London, UK (Oct 2016 - present)

Solely responsible for the reliable quality and cost-effective delivery of the OTT video-on-demand product (across EMEA and Asia-Pacific), as well as supporting various marketing initiatives and vendor relationships. This position covered all aspects of digital product (ecommerce, design/marketing, product strategy and IT/development), and required both a deep technical understanding of subscription-based digital video and TV and the ability to communicate with both internal and external stakeholders.

DEVELOPMENT TEAM LEAD - AML Group, London, UK (May 2014 - May 2016)

This role required fully integrating both design and development workflows to enable an enhanced digital offering. Using a UX-centric methodology, I engaged with internal stakeholders to streamline production and support creative digital innovation (using collaborative opportunities to align the creative and development teams). Throughout this time, also acting as client-facing interim digital project manager - responsible for all project documentation, QA and delivery on time/budget.

FRONT END DEVELOPER - ThisCity, London, UK (Aug 2013 - Mar 2014)

I built a number of digital solutions in Wordpress, HTML5 and PHP, animated presentations, and a Facebook app (with CSS animation). Advised on site monitoring, responsive design, and Google Analytics integration.

DIGITAL ADVISOR (BUSINESS) - ATEED, Auckland, NZ (Sep 2012 - Jun 2013)

Working in partnership with the government to create Auckland Council's primary business website, this role involved stakeholder engagement, project management, contractor procurement and management, UI/UX, wireframing, interaction design, domain name strategy and workflow. The website was delivered on time/budget, consolidating 66 URLs for 12 different business sectors.

FREELANCE DIGITAL & PRODUCTION Auckland, NZ and London, UK (Jul 2002 - Aug 2012)

Working for blue-chip clients and agencies such as Sony, Wolf Olins, Saatchi & Saatchi, and Argos, I was exposed to many different working methods and production techniques. These included animation, AS2/AS3 development, web design, project management, digital branding, strategy, UI/UX, multi-lingual, DVD mastering, high-end Photoshop retouching, and identity design.

DESIGN THEORY LECTURER - Natcoll Design School, Auckland, NZ (Feb - Jun 2003)

A part-time teaching position delivering web design and graphic design theory.

OFFICIAL VIDEOGRAPHER, OLYMPICS - QuokkaSports/NBC, Australia (Apr - May 2000)

DV lighting camera, sound, video editing, capture/conversion/compression, and licensing.

PRODUCTION MANAGER - Federated Farmers of New Zealand, NZ (Sep 1997 - Jan 1999)

Pre-press, sub-editing and production management of newspaper "Straight Furrow".

ON-LINE EDITOR & PROJECT MANAGER - The Forge, Wellington, NZ (Jan 1995 - Jul 1997)

CD-ROM project management, 'in-game' advertising strategies, quoting, budgets, training, recruitment, team lead, video production, video editing, videographics, and digital conversion.

EDUCATION: VCD Diploma - Wellington Polytechnic, NZ (Mar 1991 - Nov 1994, incomplete)

A broad-based diploma, Visual Communications Design included modules in 3D design, 2D design, communication, audio/visual, computer graphics, photography, drawing for design, typography, materials and processes, graphic techniques, computer graphics, advertising, illustration, electronic media, graphic design, history of graphic design, videographics, and design communication.