

# ianWarn

## DIGITAL PRODUCT MANAGER

“I help brands build relationships with people, using technology.”

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) for client side and advertising agencies.

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 (QA)
- Collaboration/Workshop Facilitator
- Agile/Lean/Kanban

### TECHNOLOGY

- Adobe Creative Suite (Advanced)
- HTML5, PHP, CSS, XML, AS3
- JavaScript
- Greensock Animation Library
- jQuery
- Wordpress (and other CMS)
- Trello, BaseCamp and Jira
- Zapier
- MailChimp

### RECENT HIGHLIGHTS

- Improved client service by using easily understood technical documentation (including User Personas & User Stories)
- Reduced involuntary churn by over 50%
- Implemented mobile-first, multi-variant Conversion Rate Optimisation testing
- Enhanced internal communications with digital infrastructure (e.g. Slack, Zapier, Trello) and created detailed step-by-step Product Support Guides to facilitate backlog prioritisation
- Developed and maintained a multi-tier subscription eCommerce digital product (including coupons, domain name strategy and devops) and suppliers
- Consolidated 15 websites into a single integrated solution (for easier updates) and speed improvements of over 900%
- Reduced ongoing OPEX by implementing a standardised development platform

### CONTACT

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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 (VOD) product across EMEA and the Pacific, as well as providing support for various marketing initiatives and vendor relationships. This position covered all aspects of digital product (eCommerce, analytics, design/marketing, product strategy and development), and required both a deep technical understanding of subscription-based digital video and TV as well as the ability to communicate with both internal and external technical and non-technical stakeholders.

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

I was responsible for fully integrating both design and development workflows, to provide an enhanced digital offering. Using a UX-centric methodology, I engaged with internal stakeholders to streamline production and support creative innovation (using collaborative opportunities to align the creative and development teams). Throughout this time, also acting as interim Digital Product Manager - writing all project documentation, QA and delivering on-budget and on-time.

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, mobile-first 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 project management, contractor procurement and management, stakeholder engagement, UI/UX, wireframing, domain name strategy and workflow analysis. 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 lectures in web design and graphic design theory.

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

DV event lighting cameraman, sound, video editing, digital ingest/upload, and licensing.

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

Pre-press, sub-editing and production management of national 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.