

KATHY LIN

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web

SNAGAJOB.COM

PRODUCT MANAGER
sep 2009 - present

Collaborated extensively with Engineering and Marketing to drive visit and revenue growth through increased engagement from a base of 29 million registered users. Supported marketing efforts through multiple channels: SEO, email, mobile, PPC, affiliate.

Led discovery efforts for an overhaul of the job seeker website aimed at transforming the member experience. Developed and tested new monetization strategies, created wireframes, wrote detailed requirements, and **designed interactions** to bring the concept of professional networks to hourly job seekers.

Routinely participated in **usability testing** and research through a combination of in-person interviews and remote sessions (WebEx, Ethnio, usertesting.com).

Initiated, guided, and **launched** several products: the **mobile web** version of Snagajob, **keyword search** using the Google Search Appliance, **email integration** and deliverability management with BlueHornet, and an **internal data warehouse** used by the business intelligence group.

Ran the **production support team** and handled all day-to-day bug submissions, support requests, and prioritized internal requests against the overall product roadmap.

BOOZ ALLEN HAMILTON

ASSOCIATE
aug 2004 - sep 2009

Lead front-end developer on multiple projects in support of government agencies (NGA, NGIC, and AFMIC). Concentrated on **rapid application development** that emphasized a rich user experience. **Interacted directly** with clients and analysts to derive requirements and develop a product that provided tangible value.

Advocated the use of **new technologies**, introducing several clients and project teams to advanced CSS, HTML, and JavaScript libraries.

Conducted both **load and functional testing** for software developed by team members.

L-3 COMMUNICATIONS, GSI

WEB DEVELOPER
aug 2003 - aug 2004

Replaced a legacy system (Java applet) with a J2EE web application, created all pages for the web based user interface using JSP and tag libraries (JSTL). **Documented, designed and implemented** business logic to reproduce and enhance the previous system's functionality.

Authored portions of software design & user manual documentation, performed regression tests.

EDUCATION & SKILLS

MANAGEMENT OF INFORMATION TECHNOLOGY
University of Virginia, McIntire School of Commerce

M.S.
may 09

COMPUTER SCIENCE (WITH DISTINCTION)
University of Virginia, School of Engineering

B.S.
may 03

PRACTICAL PRODUCT MANAGEMENT
Pragmatic Marketing Certified (PMC)

CERTIFICATION
jun 10

ACTIVE, TS/SCI
SSBI, renewed in 2008

CLEARANCE
may 03

ANALYTICS Omniture Site Catalyst, Google Analytics, some work with Test & Target.

WEB DEV / UX AJAX, CSS, JavaScript (YUI, Dojo, jQuery, RichFaces), PHP, ColdFusion, XML, XSLT. Have developed wireframes using Axure, Balsamiq, Gimp, & Photoshop.

SOFTWARE DEVELOPMENT 6+ years of J2EE, utilizing Spring, Hibernate, Apache Tapestry, JBoss Seam, SVN, Ant, Maven.

PROJECT & CONFIGURATION MANAGEMENT Agile (Scrum), RUP, JIRA, Rally, PivotalTracker

APP & DATABASE SERVERS Apache, BEA WebLogic, JBoss 4 & 5, Tomcat 5, Oracle (PL/SQL), MySQL.