

Kathy Lin

MS Management of IT
University of Virginia

BS Computer Science
University of Virginia

Skills Product Management
Rapid prototyping,
strategy and execution
within consumer
internet (retail &
employment) with a
focus in mobile
technologies.

Web & Software
Development
6+ years, primarily
with the J2EE stack.
CSS, Javascript (YUI,
Dojo, jQuery)

User Experience
Paper prototyping,
ethnographic
research, user studies.

Project Management
Agile, Scrum, JIRA,
Pivotal Tracker. Cross
team collaboration
across organizations
and internationally.

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

Amazon

Product Manager, Mobile Shopping
Oct 11 - Present

The primary product manager for a small team within Mobile Shopping that developed stand-alone apps that enabled mobile-specific shopping use cases. Responsible for product discovery, requirements analysis, user research, and project management (running scrum, serving as a technical point of contact for cross team collaboration).

Transitioned in Jan 2013 to manage customer engagement across all mobile platforms: responsible for creating and executing programs targeted to increasing visits, authentication, and purchases.

Product Launched / Owned: Amazon Santa (for Kindle Fire and iPad), Amazon Deals, Price Check by Amazon, Amazon Mobile push notifications.

Snagajob.com

Product Manager
Sept 09 – Sept 11

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

Led discovery efforts for an overhaul of the job seeker website. 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.

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

Products Launched / Owned: mobile-optimized website, keyword search using the Google Search Appliance, email integration and deliverability management with BlueHornet, internal data warehouse.

Booz Allen Hamilton

Associate
Aug 04 – Sept 09

Served as the front-end developer on multiple projects in support of government agencies (NGA, NGIC, and AFMIC – TS/SCI Clearance). Interacted directly with clients and analysts to derive requirements and develop products 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

Web Developer
Aug 03 – Aug 04

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.