MARK WAYMAN

Co-Founder, Product Manager-Product Designer

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PROFESSIONAL EXPERIENCE

SoundWare, *Oakland, CA • Head of Product/Design, CEO, Co-Founder*   *12/2020 - Present*

- Led product management and design for a pioneering two-sided marketplace and royalty-free music sample SaaS platform
- Collaborated with engineering, and business partners to scope and define the feature roadmap
- End-to-end research, roadmap, and design of two mobile apps, Chat Candy, an interactive fiction experience, and Bump, a beat-making music game

Shujinko, *Oakland, CA • Senior Product Manager/Designer*   *05/2019 - 07/2020*

- Led definition, design, and branding of an entirely new product at a rapid pace
- Collaborated with Business, Product, and Development partners to ideate, scope, and prioritize product strategy
- Folded user research findings into future feature releases
- Developed a modular design system accelerating designs and engineering cycles
- Created a Material Design style guide in Sketch to maintain consistency and improve efficiency in design processes

Capsure, *Oakland, CA • Senior Product Manager/Designer, Co-Founder*   *07/2016 - 04/2019*

- Conceptualized an app for private sharing of personal moments with family/ friends
- Recruited Co-Founder and internal/external developers and led as the sole Product Designer to craft iOS, Android, and Web apps
- Leadership and strategic vision helped raise two rounds of seed financing, leading to successful launch of the app
- In my dual Product Manager role, coordinated engineering sprints using Trello/Jira

Crunchyroll, *Oakland, CA • Director of Product* *10/2014 - 01/2016*

- Led the scoping of VRV, an over-the-top streaming service
- Collaborated with an outsourced research firm on a large scale ethnographic industry and competitive research to inform the product roadmap
- Led a team of Senior Product Managers across platforms, including mobile, web, and living room devices like XBOX, Playstation, Roku, Android TV, Apple TV.

Network Earth Startup Incubator, *New York, NY • Co-Founder, UX Designer* *01/1996 - 12/2015*

- ParentWatch
  Co-founded a streaming video solution for parents to view their children at daycare. Led product design and product management. $35MM+ raised.

- Social Gears
  Designed Facebook apps for Ogilvy & Mather, IBM, MTV, Medco, Post Foods, and Nestlé. Our Nestlé app, DuckDuckGoose, reached 1 million+ users in two weeks.

SKILLS

Product Design, UI/UX Design, Wireframing, Rapid Prototyping, Design Thinking, Information Architecture, Usability Testing, UX Research, Web Design

TOOLS

Figma, Sketch, Adobe Photoshop, InVision, Pixate, Balsamiq, Notion, Miro, Loom, GSuite, Zeplin

ACHIEVEMENTS

- As a ParentWatch Co-Founder, helped close $35MM, and scale to 100+ staff in less than a year.
- 9 Technology Patents
- Awarded degree by HRH the Duke of Kent for graduating top of Essex county.

EDUCATION

B/TEC Diploma (Bachelor of Science) Computer Science *• Harlow Technical College, UK*