

## Skills Summary

### PRODUCT MANAGEMENT:

- Product strategy and roadmapping
- Requirements gathering and analysis
- Market research and customer interaction
- Creating usable PRDs and software specifications
- UI/UX/visual design and interactive prototyping
- Creating demo videos and marketing collateral
- Delivering lively, impactful presentations

### PROJECT MANAGEMENT:

- Team leadership, supervision, mentoring
- Project planning, scheduling, controlling
- Proactive process improvement and quality management
- Full hands-on SDLC experience: planning, analysis/design, implementation, testing, release management, and support

## Portfolio Highlights

- Book: **Designing Usable Apps: An agile approach to User Experience design** (ISBN 978-0-9869109-0-6) [www.designingusableapps.com](http://www.designingusableapps.com)
- **ChapterLab**, a niche word processing and project management app (Mac and Windows) for book authors and technical writers [www.chapterlab.com](http://www.chapterlab.com)

## Career Experience

### MBA Intern, Change Enablement

AVANADE, Utrecht, the Netherlands

- Interviewed stakeholders and analyzed internal dynamics, the market, and metrics
- Presented detailed recommendations, including a structured change project plan and communications strategy, for growing AvanaDE's Change Enablement consulting practice

April 2017  
– June 2017

### Engineering Manager/Product Manager (dual role)

CONTROLLER SERIES SOFTWARE (MAINFRAME ASSOCIATES LTD.), Victoria BC, Canada

*Controller Series Software markets the Marina Controller, Retail Controller, and Building Supply Controller point-of-sale and business management products.*

- Managed the Software Engineering department (four developers, one QA specialist)
- Created and maintained product roadmaps, release schedules, project plans, and a prioritized backlog for the ongoing development of the Marina Controller product
- Oversaw a technically complex, long-running project to transition Marina Controller from a backend legacy system integration (proprietary THEOS OS and database) to a full Windows/C#/Postgres architecture; successfully migrated existing customers
- Developed detailed project plans and specs for migrating the Building Supply Controller product and customers from THEOS to a full Windows implementation
- Designed, specified, prioritized, and scheduled feature enhancements and bugfixes; wrote specifications and designed UI mockups for various programs and features (new front-end menu system, Statement Preparation, Inventory Management, etc.)
- Became very involved in the day-to-day scheduling and controlling of development, testing, and deliveries to ensure deadlines and quality standards were met

August 2014  
– August 2016

(continued)

- Worked with customers on requirements gathering, support cases, and releases
  - Credited with improving customer satisfaction, by being personally involved in training and problem resolution, and by improving internal processes and coaching staff to ensure prompt responses and more professional communication
- Process improvement and modernization initiatives:
  - Formalized processes and standards in handbooks, checklists, and templates
  - Conceptualized, designed, planned, and oversaw the introduction of build automation, continuous integration, database schema management, structured release processes and versioning, regression testing, unit testing, and test automation
  - Established and populated a wiki for knowledge management and test cases
  - Planned and managed rollout of JIRA to replace in-house ticket and bug systems

**Product Designer and Senior Software Engineer**

**COVERITY**, Calgary AB, Canada

*Coverity markets software development testing and security analysis tools.*

- As UX designer for Coverity's desktop product line, analyzed requirements, designed UI wireframes and interaction concepts, and wrote detailed functional and technical specifications for a radical redesign of the Coverity Eclipse and Visual Studio plugins and for major feature enhancements to the *Coverity Wizard* app
- Aided with implementation and testing
- Produced detailed estimates and plans; involved in hiring process for developers
- Wrote proposal for *DocObjects*, a knowledge/requirements management product

October 2012  
– July 2014

**Founder**

**WINCHELSEA SYSTEMS LTD.**, Victoria BC, Canada

- Conceptualized, planned, designed, created, launched, and marketed the *ChapterLab* word processing app; built website (with payment processing), wrote marketing copy, and created product demo/tutorial videos
- Wrote and published the book *Designing Usable Apps* in print and e-book formats
- Consulting engagement for Mainframe Associates on technology modernization strategy
- Performed bookkeeping; successfully applied for and earned SR&ED tax credits

March 2011  
– Sept. 2012

**Product Lead**

**JEA PENSION SYSTEM SOLUTIONS**, Victoria BC, Canada

*JEA Penfax pension software is used by public-sector clients in the US and Canada.*

- Responsible for the redesign/rearchitecture of pension member portal product *PenWeb*
- Analyzed, negotiated, and documented product requirements and scope
- Led requirements meetings with management and subject matter experts
- Constructed detailed initial project plan and estimates for project team of four; won approval for an iterative, agile approach
- Wrote functional and technical architecture specs; designed UI and use cases/interactions
- As lead developer, was involved in project planning/scheduling and application architecture design for a new J2EE web-based version of JEA's legacy *Penfax* product
- Built first prototype of new *Penfax* product
- Involved in hiring process for new developers; trained and mentored new staff
- Proposed and championed ten key process improvement opportunities (build automation, continuous integration, DB change management, ticket workflow, etc.)
- Introduced test automation; delivered training on OOP, UML, Eclipse, Agile
- Recorded, narrated, and video-edited product demo videos used in a winning bid

May 2008  
– Feb. 2011

## Senior Software Engineer/Business Analyst

CAPGEMINI SD&M AG, Munich, Germany

October 2002

- April 2008

- Gathered, analyzed, documented, and validated requirements with client
- Wrote functional specifications and use cases; designed core data models
- Designed interaction concept and UI mockups for *HotStories Editor* CMS system
- Implemented core multilingual translation editor module for product catalog system
- Coordinated implementation of modules by offshore team
- Developed pension software; performed customer support, testing, release management
- As **Team Lead** for a 3-month, 2-person pension data conversion/reconstruction project, created project plan and estimates, wrote functional and technical specifications, and supervised a junior developer; successfully completed project on schedule
- As **Quality Management Representative**, defined and documented project processes and standards; managed peer code/document reviews; performed risk analysis; reported status; defended project quality and processes in internal audits for ISO 9001

## Education and Certifications

- **MBA** (*all degree requirements complete; diploma will be officially issued in November*) August 2017  
UNIVERSITY OF AMSTERDAM, Amsterdam, The Netherlands
- **MSc Software Development**, *with distinction* March 2011  
THE OPEN UNIVERSITY, Milton Keynes, UK
- **BSc Computer Science**, *with distinction* August 2002  
UNIVERSITY OF VICTORIA, Victoria BC, Canada
- **Pragmatic Marketing Certification, Level 3 (PMC-III)** March 2014

## Skills

- **Product management** Product roadmapping, backlog prioritization, interviewing/talking to customers, user observation, survey research and statistical analysis, analytics, A/B split testing, rapid prototyping, Lean Startup approaches
- **Project mgmt. tools** JIRA, JIRA Agile and Confluence (including setup and administration); Pivotal Tracker; Microsoft Project; Scitor PS8; Excel
- **Wireframing/mockups** HTML/CSS/Javascript, Adobe suite, Balsamiq, Visio
- **Requirements techniques** UML, E-R modeling, business process modelling, personas, use cases, user stories, wireframing, formal and semi-formal specifications
- **Programming languages** Java, SQL, HTML/CSS/Javascript, PHP, C, more
- **Languages** English (native), German (fluent but atrophying), Dutch (intermediate)

## Links and Additional Information

- Portfolio: [www.kevinmatz.com](http://www.kevinmatz.com)
- Blog: [www.architectingusability.com](http://www.architectingusability.com)
- Citizenship: Canadian

28 August 2017 ■ Latest resume available at: [www.kevinmatz.com/resume](http://www.kevinmatz.com/resume)