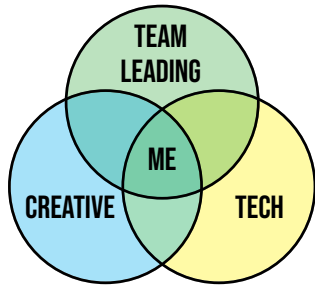


STEVE RANSOM

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ZEN VENN



NOW

SENIOR PRODUCT MANAGER

Twenty Ideas (Eugene), January 2022 – present

I lead the product team, championing continuous discovery to refine stakeholders' visions and confirm project viability. I translate these visions into manageable roadmaps, achievable milestones, and clear requirements. Establish and tailor design and development processes to suit each project. Create, curate, and prune opportunity solution trees for current and future product iterations. Using analytics and customer investigations, I identify strengths and weaknesses in product ideas. Collaborate with design and development teams, providing product insights and strategic direction to ensure alignment and success.

RELATIVELY RECENTLY

SCRUMMASTER/PLATFORM ADMINISTRATOR

Nulia (Eugene), October 2019 – December 2021

For this SaaS startup, I collaborated with the CTO, the stakeholders and the founders to derive functional requirements for platform features. Planned and led design sessions and work with the devs to establish scope and priorities. Managed feature development, coordinating with other teams for project dependencies. Led Scrum meetings and managed artifacts. Assisted with integration, regression and acceptance testing. Proficient with Azure DevOps Boards for feature and sprint planning. When needed, I automated SQL code delivery and utilized Figma for UI maintenance.

CREATIVE PROJECTS SCRUMMASTER

E-filiate (Sacramento area), July 2013 – October 2019

Served as project and brand manager for E-filiate's creative services, which designed packaging and retail displays for licensed brands. Coordinated and assisted six designers and a copywriter with project and brand management. Additional responsibilities included copywriting and editing, print production, cpc advertising, marketing strategizing and legal liaisons. Implemented Scrum concepts and vastly improved throughput.

COPYWRITER & EDITOR

E-filiate, February 2005 – July 2013

Created copy for myriads of products for E-filiate's three mail order catalogs. Awarded "Headline of the Year" (2007) by *Multichannel Merchant Magazine*. Worked three years as managing editor and circulation manager. Planned print publication, directed circulation, and coordinated the design and sourcing teams. Also managed proofreading, online content, social media and analytics.

PROCURED SMARTS

Currently studying for Certified Associate in Project Management (CAPM) Bachelor of Arts, University of Oregon, 1994
Major: Theatre Arts; minor: Computer & Information Science

BACK WHEN

MANAGER OF PRETTY MUCH RUNNING THE SHOW 'ROUND HERE

Comic News Weekly (Eugene), July 1998 – December 2003
Administered scheduling, subscriptions, bookkeeping, payroll and vendor supplications. Provided editing, writing, layout, and acerbic wit. Designed contact and task management software with awesome interfaces. Streamlined systems and reduced redundant redundancy. Built kick-ass websites.

DIRECTOR, INTERNET COMMUNICATIONS & WEBMASTER

Bike Friday (Eugene), June 1997 – June 2001

Planned and implemented entire commerce site for Bike Friday. Coded, tested, launched and maintained many site features, including a custom bike generator, a customer-driven service library and a popular community center.

MANAGING EDITOR

Oregon Cycling Magazine (Eugene), May 1996 – July 1997

Managed the statewide periodical's production, including research, writing, editing, photography, illustration, layout, circulation, distribution, payroll, A/P and A/R. Assisted parent 501(c)(3) with bookkeeping and data management.

HECK YEAH

CERTIFIED SCRUMMASTER

Achieved May 2017

HEADLINE OF THE YEAR

Multichannel Merchant Magazine, 2007
"Finally, an iPod® Dock that Holds Toilet Paper!"

FIRST PLACE, LIGHTING DESIGN

Northwest Drama Conference, 1995
Tony Kushner's *The Illusion*, University of Oregon

SKILL PILE

