

RANDY HORTON

Product Manager / Designer

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THE CHANGE GROUP

High tech consultancy, specializing in blockchain and crypto

Product Manager

June 2018 - Present

- Delivered multiple simultaneous mobile projects.
- Wrote product documentation, functional requirements and user stories.
- Maintained roadmaps, sprint prioritization and backlogs.
- UX and UI for mobile and web.

Highlights

- Koza Collect, a mobile rewards app that provides unique value to users through an ERC721 token system that releases anime-themed trading cards.
- Opty, a mobile social media application using a blockchain-based ERC20 reward system to drive user engagement.

VIXLET

Social Media Platform

Product Manager

January 2015 - December 2017

- Managed product lifecycle of the official social media presence on responsive web for Major League Baseball, LA Kings, Slipknot, Liverpool FC and other global properties.
- Provided UX and UI design for mobile and responsive web.
- Wrote product documentation, functional requirements, and user stories.
- Maintained roadmaps, prioritized sprints and backlogs.
- Worked in an Agile environment, using Confluence & JIRA, in both functional and cross-functional teams.

Highlights

- Decreased the time it took to create a new branded application on web by 66%
- Implemented a video broadcast management tool that reduced human error by over 95%
- Launched MyATP, the official social media outlet of men's tennis on iOS & Android with an iTunes rating of 4.4.

MOBLAB

Educational Gaming Platform

Creative Director, UX & UI

June 2013 - July 2014

- Prioritized improvements based on focus groups, user testing, in-class observation, surveys and analytics.
- Worked with engineering and offshore teams to improve the UX of our instructor console and apps on mobile and web.

- Worked directly with world class economists including Nobel Prize winner, Al Roth, to craft games based on their work.

Highlights

- Reduced support calls for our platform by 33%.
- Reduced need for live onboarding of instructors by over 40%.
- Reduced in-class technical failures significantly.

ONLINE MARKETING CONSULTANT

Created ad campaigns and design for multiple clients

Designer & Writer

July 2006 - May 2013

- Created online direct marketing campaigns for N.V. Perricone and The Honest Company.
- Provided UX design for Glow.com.
- Visualized medical interface design for Usability Pro.
- Wrote a popular portion of Cinemax's transmedia campaign for TV show, Hunted.
- Created multiple ad campaigns for People Media (Match.com).

ALENA (FOX Interactive)

Online direct marketing

Creative Director, UX & UI

May 2001 - June 2006

- Optimized the user's path to purchase through focus groups and usability testing.
- Provided web, advertising & packaging design.
- Managed large-scale projects, employee reviews and departmental budgeting.
- Met regularly with Marketing, Sales, CRM, and the President to strategize brand development and LTV enhancement.

Highlights

- Used A/B testing to improve initial conversion rates by over 50%.
- Company twice doubled in size and profitability during my tenure.
- Primary product, Hydroderm, became the best selling cosmeceutical in its field.

EDUCATION

B.F.A., University of Southern California,
School of Cinema

User Experience Design I & II,
UCLA Extension

COMPUTER SKILLS

Sketch, Zeplin, Invision, Adobe Creative Suite, JIRA, Confluence, Asana, Javascript, HTML, CSS, Vue.js, Google Analytics, Braze, Mixpanel, Axure, Balsamiq, Sublime Text 2 & more.