

Pamela Statz

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SUMMARY

Accomplished at managing the end-to-end customer lifecycle for digital products. Experienced defining product vision and scope, drafting roadmaps, creating project plans, gathering requirements, and tracking success metrics.

Expertise: Project Management | Product Management | Roadmap Development | Competitive Research & Analysis | Team Leadership | UX/UI/CX | Performance/Metrics Tracking | Budget Management

EXPERIENCE

Kindred Collab, Portland, OR | 2016 — Present

Freelancer Project Manager, UX Designer, Web Developer

Provide UX, design, copywriting, development and support for client sites including:

- Love Set Match - UX/UI Design, SHOPIFY Build - lovesetmatch.co
- CREW IQ Social Trivia Game - UX/UI Design, WIX Build, Social templates - thecrewiq.com
- It's Not a Crisis Podcast - UX/UI Design, Copywriting, WIX Build - itsnotacrisis.com
- LBD Style - UX/UI Design, Copywriting, Squarespace Build - lbdstyle.com
- PLAY VONK - UX/UI Design, Copywriting, WIX Build - playvonk.com
- TwoCents Riot - UX/UI Design, Copywriting, WIX Build - twocentsriot.com
- MyYL.com - Product Management, UX, Copywriting - MyYL.com

FACTLAND DAO, Remote | 2020 — Present | Passion Project

Chief of Strategy & Operations and Founding Board Member

- FactlandDAO is a Web3 collective with a mission to build the first trustless, decentralized fact checking layer for the Internet.
- In November 2022, Factland received a \$25K grant from Dfinity to build services on the Internet Computer

NIKE, Portland, OR | 12/2014 — 06/2016

Senior UX Project Manager

- Produced the relaunch of NIKEiD, NIKE's shoe customization service. Collaborated on initial concepts through final UX, UI and detailed specifications. Coordinated across 14 different NIKE teams on the build including sprint planning, daily standups, and ongoing UAT and QA.
- Managed cross-functional team to produce initial UI concepts for NikePlus, Nike's membership rewards program.
- Partnered with Nike.com UX managers and directors to scope work, write briefs, produce final experience designs and specifications to hand off to development teams.

Wieden+Kennedy, Portland, OR

Senior Project Manager | 08/2016 — 12/2016

Technology Resources Manager | 01/2013 — 11/2014

- Managed W+K's Technology Services team of front and backend engineers, UX designers and QA. Created project plans and estimates with W+K's integrated production team.
- Resourced W+K's Technology Services team of front and backend engineers, UX designers and QA.
- Liaised with W+K's finance team, and managed time and revenue reporting, and built the department's yearly budget.

Wired.com and WIRED Magazine, San Francisco, CA | 01/2012 — 12/2012

Senior Product Manager

- Integrated new advertising models on Wired.com, making it the most profitable of Condé Nast's web properties.
- Managed multiple vendor and business relationships, established partnerships with Apple, IBM and HBO. Increased overall traffic by 20 percent with new global navigation strategies.
- Coordinated with Wired's senior management team to set priorities for engineering and design teams.

Wired.com and WIRED Magazine, San Francisco, CA

Managing Editor, Wired.com | 03/2008 —12/2010

Project Manager, Wired Magazine | 11/2006 — 03/2008

- Directed Wired magazine's online presence, collaborated with editors to create enhanced content including video features, interactive comics, games and maps. Steered large-scale initiatives for Wired.com, launched new content silos, integrated social media channels.
- Managed team of UI and UX designers, front and backend engineers, and QA. Led transition of Wired.com's content management system to an open-source WordPress platform. Customized WordPress themes, modified PHP and CSS files, and deployed plugins and widgets to display rich media, custom navigation, galleries, videos and special content packages.

AWARDS AND HONORS

- D&AD Award Winner 2010 Magazine & Newspaper Design: Cutthroat Capitalism — Wired.com
- WEBBY Award Nominee 2010 Best Magazine Web Site: Wired Magazine — Wired.com
- ASME National Magazine Award Finalist 2009 Interactive Feature: iPhone 3G Map — Wired.com
- MIN Best of the Web Winner 2009: High Tech Cowboys of the Deep Sea — Wired.com

SPEAKING ENGAGEMENTS

- Speaker at Adobe Creative Jam: Portland, April 2016 — "Overcoming the Curse of Knowledge"
- Keynote Speaker at AdMonsters Publisher Forum, Aug 2014 — "Agency Eye for the Publication Side"

WRITING

- Pamela's debut novel *Thorn City* will be published by Ooligan Press in Spring 2024

EDUCATION

University of Wisconsin — Madison, Bachelor of Arts, Dean's List, Double Major: Journalism and History

Skills: Web3, Internet Computer, Github, Discord, Mastodon, Adobe Creative Suite, Miro, Keynote, Sketch, Invision, SHOPIFY, WIX, Squarespace, WordPress, Web Development, CSS, HTML, UNIX, Pivotal, Asana, Microsoft Office Suite, G Suite, Google Analytics, SEO, Social Platforms. Excellent writing and editing skills.