Briana Robinson

Seattle, WA

509-942-9446 ▪ **BrianaIRobinson@gmail.com**

Product Management & Business Process Analysis
Organizational Leadership ▪ Project Development Life Cycle ▪ Functional Design Specifications

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Offering broad-based expertise in project management, workflow and business process management system infrastructure. Managing the complete lifecycle of complex projects and delivering exceptional results through strategic planning, innovative problem solving, and team leadership. Highly-proficient in a broad scope of applications combined with well-entrenched understanding of databases, process flows, and performance management.

➢ **Candidate differentiator:** Adept at balancing priorities and combining strategic vision with day-to-day policies. Polished communicator who offers a balanced mix of analytical, data organization, management, and technical skills.

Core Competencies

- Strategic Planning & Tactical Execution
- Business Requirements Documentation
- Business Processes & Work Flow Design
- Project Development & Management

- Large Scale Solutions Architecture
- Teambuilding & End-User Training
- Conflict & Crisis Management
- Client/Vendor Relations Management

Professional Summary

Senior Digital Product Manager   2015 – Present
Capital One Investing | Seattle, WA

Led the successful product delivery to the field, defining and executing the Business and IT plans, tasks and scenarios and supporting the release and deployment process for every iterative feature rollout and update. *Strategies include:*

- Serving in a backlog owner role to align company priorities with stakeholder objectives, including assessing client needs and team velocity to ensure satisfaction.
- Collaborating closely with internal / external partners to optimize the process and further the go-to-market strategy and product adoption goals.
- Drive project scope using client cues during empathy interviews. Deliver status updates to the business through launch announcements and weekly business reviews. Serve as an effective liaison between business and development teams.
- Led initiative to meet Web Content Accessibility Guidelines (WCAG) 2.0, improving the website status from a fail to a pass.

Business Systems Analyst   2013 – 2015
Capital One Investing | Seattle, WA

Devised the business scope and corresponding technical solutions for project initiatives and enhancements to the legacy ShareBuilder website. Led workshops and story maturation sessions with stakeholders, cross-functional teams and vendors. Fostered collaboration across the organization. *Strategies include:*

- Improved system overviews, workflows, use cases and business process documentation methods
- Resolved issues that prevented the growth of Scrum/Kanban team velocity
- Enhanced and streamlined the existing framework by evaluating both new and existing system functionality to optimize usability

Web Developer/Systems Analyst   2009 – 2013
Lockheed Martin | Richland, WA

Directed application, database, training courses and website development for 70 departments and programs within CH2M HILL. Wrote system design documentation, user guides, test plans and project management plans.

- Designed various web applications in Photoshop, then coded with HTML, CSS and JavaScript
- Optimized use of a 1K user time recording system for local contract workers

Web Coordinator / Student Technology Consultant   2007 – 2008
Washington State University-Student Computing Services | Pullman, WA

Enriched multiple websites for campus organizations, as well as several Wiki sites. Delivered significant support to various departmental offices, leading and controlling complex software development and the lifecycle process.

- Met with departmental liaisons and team members to discuss ideas, best practices, as well as to gather requirements for new projects.
- Maintained websites for organizations throughout Washington State University
- Instructed a Cougar Quest class focused on Photoshop, Dreamweaver and basic HTML

Education & Professional Development

Bachelor of Arts, Business Administration, Management Information Systems
Washington State University

Associate of Arts
Columbia Basin College

- **Advanced expertise –** *Software:* MS Project, MS Word, MS Excel, MS Power point, MS Outlook, Crystal Reports, Adobe Photoshop, VersionOne, Wiki Sites. *Languages:* SQL, HTML, & CSS.

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