

Kate McGee

PRODUCT MANAGER

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Portland, OR

Product Manager with experience building user-centric B2B enterprise software. Previously a Startup Founder and UX Designer with a passion for solving market problems, growing businesses, and making life easier with technology. Proven record of taking products from concept to launch successfully via developing a thorough understanding of the market, establishing and tracking metrics, building relationships with primary stakeholders, and putting users first throughout the entire product lifecycle.

Skills Include:

- Product Vision
- Product Strategy
- Competitive Analysis
- Roadmap Development
- Market Research
- Product Launch Planning
- Product Evangelism
- Integrations
- Analytics Analysis
- Process Improvement
- Agile Methods
- Pragmatic Marketing
- User Testing
- User Interviews
- Prototyping

Experience

Instructure / Senior Product Manager

April 2014 - July 2017, Remote in Portland, OR

Instructure is an educational software company with an industry leading Learning Management System, Canvas, which is a platform for K12 and Higher Education online courses.

- Created and defined the initial MVP for Canvas Commons, a Learning Object Repository, and launched to beta in six months, delivering on a strategic market timeline
- Led the product adoption strategy of Canvas Commons with marketing, sales, and customer success, which resulted in 85% adoption by the account base in a one year period
- Created, established buy-in, and kicked-off the business case to reduce customer support costs by a conservative estimate of > \$1M via integrating a service that alleviated friction for workflows requiring the most support intervention and contributed to the company-wide goal to become profitable
- Strategized and led product development of the account migration of six million users off of a third party service onto an internally built service for the third most frequently used workflow saving the company ~\$1M in out of pocket costs annually
- Improved internal processes by partnering with Program and Engineering leadership and led condensing of three roadmaps into one centralized roadmap, supporting open communication of priority and lifecycle stage within R&D and throughout company
- Enabled sales to overcome substantial roadblocks by an emerging competitive product by building relationships and integrations with key business partners, including Microsoft and Google, satisfying market requirements

12 Spokes / Product Manager

September 2013 - April 2014, Remote in New York, NY

12 Spokes was a custom software studio specialized in product driven applications. Instructure purchased the company in Spring 2014.

- Responsibilities included market research, product strategy, product ownership, and cross-functional leadership with designers and engineers.

Experience

continued

Skillcrush / Product Designer & Co-founder

February 2012 - September 2013, New York, NY

Skillcrush's goal is to empower young professional women in their careers with technical skills and digital fluency via online classes paired with a community of mentors and learners.

- Performed user research to understand and establish the user personas and define market problems
- Built brand and designed UX/UI to appeal to target demographic
- Managed product marketing efforts to expand awareness of product capabilities
- Created style guides for engineering to ensure consistency in user interface
- Performed user testing to validate prototypes and improve workflows
- Admitted into Brooklyn Beta's Summer Camp incubator

Balance Media / Co-founder

September 2010 - February 2012, New York, NY

Balance Media excelled at designing and developing web and mobile products.

- Drove company's first-year of growth with clients including WNYC, ProPublica, MTV, VH1, Nickelodeon, and The New York Times
- Managed a variety of team members including copywriters, project managers, designers, front-end, and back-end developers

Freelance / UX Designer

April 2007 - September 2010, Salt Lake City, UT & New York, NY

- Synthesize research, trends, and product requirements to user-centric designs and prototypes for Audible, MTV, VH1, and other online brands

Education & Certifications

Pragmatic Marketing / Certified Level Five (PMC-V)

March 2017

Utah Valley University / BFA in Art & Visual Communications

May 2003 - December 2007, Orem, UT

Dean's List, Dean's Merit Scholarship, Art & Visual Communications Scholarship

Awards

New York Times' OpenTimes Hackathon / Winning Hack: BookSleuth

2010

New York City's Big Apps competition / Third Place: Big Apple Ed

2009

Volunteer Work

Planned Parenthood Advocates of Oregon / Leadership & Advocacy Team

2017