

# BRIDGET COHEN

UX Designer/Product Manager

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## SKILLS & INTERESTS

### Technical

Axure RP  
Jira  
Python (beginner)  
Trello  
Test Rails  
SQL  
Sketch 3

### Project Management

Relationship Building  
Effective Communication  
Agile  
Scrum  
Data Analysis  
Product Management  
Business Analysis  
Requirements Analysis  
Competitive Analysis  
Process Improvement  
User Research

### Volunteer

Mobile Adoption Outreach Lead  
and Canine Care Volunteer at  
Berkeley Humane

### Hobbies

Balcony Gardening  
Training for Mt Whitney  
Skiing  
Traveling

## EDUCATION

### BS in Communications

Rensselaer Polytechnic Institute  
2011-2015  
Cum Laude

## EXPERIENCE

### UX Design Manager/Product Manager

Advanced Information Management | Berkeley, CA | May 2016 – Present

- Support **entire development lifecycle** with 5-10 developers for multiple releases and **300+** product bugs/features, including developing timelines, plans, and analyzing requirements.
- Perform requirements analysis, quality assurance testing, review technical specifications and releases, and work closely with CEO in building product roadmaps.
- Consistently analyze system and user feedback data **to improve procedures** on development prioritization.
- Successfully oversaw 4-month onboarding process for major client, managing **15+** custom enhancements, client trainings, API integrations, writing **150+** client test cases, and coordinating warehouse activities.
- Developed and implemented support team processes, leading to **improved bug identification rates** and customer satisfaction.
- Built out ZenDesk support, assignment and categorization for clients, bugs, and feature requests.
- Wrote **50+ custom SQL reports**, allowing clients to better interpret order and shipment data.
- Conduct customer research and collaborate with product team to define and prioritize features focused on maximizing warehouse shipping output capabilities.
- Identified elusive system bugs by writing **SQL queries**, leading to immediate code fixes.

### User Experience Designer

Advanced Information Management | Berkeley, CA | June 2015-May 2016

- **Defined, researched, and designed** open source engineering platform expected to host 100k+ users.
- Drafted designs for various high-impact proposals for securely sharing digital information and connecting users with digital analysis tools for enhanced collaboration.
- Researched and designed wine fulfillment CRM with a focus on **improving the user experience** for global order management, warehouse management and shipping requirements.

### Summer IT Analyst: Business Engineer

Credit Suisse | New York, NY | May-August 2014

- Built self-reporting and self-sustaining rotational weekend schedule lists using SharePoint Designer and InfoPath, eliminating **10-15 manual** data entry hours each week.
  - Collaborated with team of analysts and engineers to extract, identify and **analyze specific factors** from **large datasets** to support project to replace traditional telephones with VoIP phones.
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