

# TREMIS SKEETE

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Hello! I am a digital product manager and business analyst with a background in application development, UI/UX design and product discovery. I also believe in applying product management and UX research methods to projects, digital and physical. I have work experience in the United States, Europe, the United Kingdom, and I'm an avid writer about topics related to product development.

I'm also Executive Editor for the world's largest independent product management community, Product Coalition. I'm best known for my work with ProductTank New York City, Agile Insider, Mind the Product, TheProductManager.com, and the New York Product Conference. I also earned my Product Management certification from the Product School in New York City.

## Tools & Languages I Have Worked with

Miro, Confluence, JIRA, Aha!, HubSpot, HootSuite, MarketMuse, ahrefs, Adobe CC (mostly Photoshop, XD, Premiere, Illustrator), Notion, PickFu, Figma, Trello, Canva, Azure DevOps, Marvel, InVision, Balsamiq, Google Analytics, Salesforce, Github, Office 365, Power BI, Telerik Kendo UI, Bootstrap, SQL, HTML5, CSS, JavaScript, jQuery, JSON, Visual Studio.

## Professional Experience

**nexTier Innovations, Glasgow, Scotland**

**Jun 2022 – Present**

**Senior Product Manager / Business Analyst** (Contract, Remote)

- At nexTier, I help teams and clients identify which products or features to prioritise and build. I specialise in working with clients during the project initiation and experimentation phases and I focus on validating goals.
- I also work on projects where I develop documents to describe how to design or set up and use software. Documents include requirements documentation, instruction guides, and training materials.
- I also develop robust digital transformation strategies for clients to address their business challenges, whether it's operations or customer related. Activities include consulting engagements with business clients to identify their data points; As a result, their business activities have been optimised and stakeholder and/or customer complaints have been reduced by over 40%.

**Product Coalition, Glasgow, Scotland**

**Apr 2020 – Present**

**Executive Editor** (Contract, Remote)

- As Executive Editor I collaborate with the Founder to manage content on the Product Coalition blog. I edit and publish a variety of articles about UX design, digital product development and product delivery. I chose photography for articles, and I write and/or edit SEO-friendly headlines and cutlines as needed.
- I also perform social media management for our LinkedIn platform. This includes creating content from articles for social media posts, engaging with followers to gauge reading preferences, and I track which topics get the most traction in efforts to increase engagement. Since becoming Editor, I've raised the number of followers from 300 to over 10,000 within 3 years.
- Since becoming Executive Editor, I've authored and published on the blog over 50 articles; And I created a sub-channel called "Social Stories by Product Coalition", which is designed to highlight informative social media posts from notable product development personalities.

**Luxury Brand Holdings (Ross-Simons), Providence, Rhode Island**

**Aug 2022 – Nov 2022**

**Product Manager** (Contract, Remote)

- At Ross-Simons, a specialty retailer of luxury jewellery, I was a member of the marketing team and my core responsibility was to support company product strategy for Ross-Simons.com. I performed project coordination of e-commerce development, product management activities, and digital roadmaps.
- I led team meetings, using Jira and Confluence tools to manage sprints and backlog grooming. I also partnered with key stakeholders to carry out strategies that increased customer engagement.
- Provided recommendations for adjusting and enhancing their Kanban product development activities.

**This is Milk, Glasgow, Scotland**

**Apr 2021 – May 2022**

**Product Manager, Research and Data Science** (Full-Time, Hybrid)

- At This is Milk, I worked with company leadership, consultants, stakeholders, teams and clients to transform ideas into working products and services.

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- I performed other roles to support the growth of the overall business. For example, I've led "process modelling" training workshops to clients, which included product designers and developers.
- I also worked as a business analyst and digital strategy consultant with business partners, and helped them coordinate digital transformation activities. We worked with a corporate client in requirements gathering and product discovery workshops, conducted market research, stakeholder interviews, data and process analysis and modelling. As a result, we co-authored solution proposals which included details on scope, requirements, roadmap, user groups and goals, tasks, outputs, project costs, risks, mitigations, and contingencies.
- I worked with leadership, stakeholders and the development team to build and maintain a product vision, delivery roadmap and overall strategy for a product called "Neve". Neve is a learning platform that has inclusivity at its core. It recognises the uniqueness of individuals and delivers a learning experience that best suits them.
- I designed and maintained the Neve roadmap, which was a three dimensional plan that described the "initiatives" according to business goals, the "products or services" to be developed, and "releases" that are scheduled.
- For every release towards the pilot I conducted user interviews and captured customer feedback.
- Delivered monthly product demos to showcase completed features to all stakeholders.
- I also led essential product discovery activities so that I could keep the organisation focused on the product vision, the needs of the customer, while distinguishing customer needs from user needs; and I highlighted risks uncovered while recommending strategies for experimentation—all to ensure everyone understood the level of effort and scope to achieve product success.
- Authored and maintained internal press releases designed to announce the Neve product releases.
- I collaborated with the Neve product delivery manager and development team and performed activities such as backlog grooming, sprint planning, daily check-ins, bug reviews, sprint reviews, story planning and retrospectives.
- Authored and maintained several Neve research and product requirement materials designed to inform the processes and provide insights to the development team and stakeholders.
- Worked with the CEO to organise and coordinate the Neve pilot, where we invited users from the Scottish government to participate in a week-long Neve course training activity. We considered the pilot to be a success for we completed the training course within a one week period, and gathered volumes of feedback and data which is used to inform the Neve roadmap which is designed to guide us to the launch of a Neve commercial product.
- I collaborated with business professionals by interviewing them, then I wrote articles, produced and edited video content, resulting in the publishing of articles and video episodes on social media, the company blog, and on Medium.com.

**Twig Education (now Imagine Learning Studios UK), Glasgow, Scotland**  
**Product Owner (Full-Time, Hybrid)**

**Apr 2020 – Mar 2021**

- At Twig Education I worked with stakeholders and design teams to transform business vision and stakeholder needs into product requirement documents (PRD), feature descriptions, user stories and acceptance criteria.
- Worked with UX designers, developers and system architects to review PRD materials to identify requirements, constraints, and co-developed prototypes.
- Organised project kick-off meetings with development teams to review PRD materials and prototypes, in order to establish product backlogs, arrange sprints, team ceremonies, and coding activities.
- During coding activities, I collaborated with teams to review requirements and prioritised features to ensure prepared tasks to get done, and worked closely with teams to implement and release features.
- As a result, during my tenure I completed two large sets of product requirement documents (PRD), and I led two project kick-offs: (1) A education platform notifications system, and (2) A classroom assignments manager. Both PRDs included descriptions of the user problems, business objectives, user objectives, user types, feature sets, feature descriptions, draft epics and user stories, technical constraints, and links to hi-fidelity prototypes.

**Office of School Wellness Programs, NYCDOE, New York, NY**  
**Product Manager/UI Designer (Full-Time, Hybrid)**

**Jan 2017 – Apr 2020**

- As a member of the wellness systems team, we worked with other OSWP departments to develop digital products and services such as PE Works and the Wellness Hub, designed to support OSWP programs, ranging from food and nutrition programs, to exercise and stress management programs.
- Managed vehicles for collecting user feedback, which included product backlogs and focus groups.
- Led conversations in development stand-ups and meetings, and represented the voice of the customer within the team, so everyone understands what we're building, reasons why, and how it impacts the business.
- Worked with OSWP stakeholders to define requirements for wireframes, user interfaces, visual designs and interactive prototypes, resulting in the development of digital products such as the Wellness Hub, which included the CHAMPS portal and other OSWP data management applications. As a result, automated data management increased in performance by over 25% across the organisation.

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**nexTier Innovations, Durham, North Carolina**  
**Director of Product** (Contract, Remote)

**Mar 2016 – Aug 2019**

- At nexTier I worked with a great team of consultants while taking the lead on the design and management of product development projects. While collaborating with the CEO, I also developed service areas, while working hands-on with analysts and designers to ensure objectives are met, resulting in the authoring and submission of proposals and winning over \$75,000 worth of UI/UX prototyping business in two years.
- As a solutions consultant for the NYC Office of Emergency Management, I developed a Marvel hi-fidelity prototype for the 'Notify NYC app' resulting in the NYC Mayor's Office using the prototype to develop the final product. Final product was launched in the iPhone app store, one year after the prototype was delivered.

**Mind the Product, London, United Kingdom**  
**Lead ProductTank Organizer, New York City** (Contract, Remote)

**Feb 2016 – Oct 2018**

- Collaborated with corporate sponsors and two other organizers to host ProductTank NYC – a meetup that brings together the local product community to exchange ideas, insights and experiences.
- Authored over 25 articles for the Mind the Product blog about several ProductTank NYC presentations, resulting in an increase in attendance at events, and an increase in quality of the guest speakers appearing at events.
- Led the creation of ProductTank.nyc - a microsite that included a bespoke Q&A library, and content from Meetup.com, ProductTank.com, and MindtheProduct.com about ProductTank NYC activities. Content includes access to articles, videos, and links to Mind the Product content. As a result, ProductTank NYC grew in its popularity by becoming the first ProductTank chapter outside of ProductTank London to have a successful online property with a respectable collection of chapter generated content. Also as a result, ProductTank.nyc gets over 150 unique visitors every month to date.

**NYC Department of Education, New York, NY**  
**Senior UI/UX Designer** (Full-Time, Onsite)

**Mar 2013 – Dec 2015**

- Designed and developed wireframes, mockups, prototypes, responsive user interfaces, and dev-ready HTML/CSS and Javascript, to ensure software engineers had the assets needed to build software.
- Conceived, designed, developed and launched a prototype of the first group-wide UI design system which contains code samples, controls, components, and UI screen samples. The library was built using the Bootstrap CSS framework, jQuery, and HTML5. It provided a technical reference for development teams, helping them to be consistent in the development of user interfaces. It also served as a technical resource for rapid user interface prototyping.
- Implementation of the design system resulted in an increase in project delivery by 20-30% depending on complexity.

## Research & Presentations

Find out more at <https://www.slideshare.net/TremisSkeete>

- Build Services that Fit: Product Discovery Lessons Learned, presented at ProductTank Edinburgh, Jun 2022
- How to Think Like A Product Strategist, presented at Product School, New York, NY, Nov 2018
- How to Lead UX Research Focus Groups, presented at ProductTank Toronto, Ontario, Canada, Mar 2018
- Sense & Respond: Book Review & Panel Discussion, presented at Product Thinking, New York, NY, May 2017
- The Value of Experimentation, presented at Product Thinking, New York, NY, Mar 2017
- The Product Agent: Managing Ideas on a Product Team, presented at ProductTank NYC, Mar 2017

## Education

- **Applied Data Science Professional Education Program (in progress)**, Massachusetts Institute of Technology (MIT), Cambridge, MA
- **Software Product Management Certification**, Product School, New York City, NY
- **B. S. in Computer Science**, Hampton University, Hampton, VA