

TREMIS SKEETE

Product Manager • Executive Editor • Writer

Hello! For several years I've performed as a product manager and analyst in industries including EdTech, SaaS, skills training, eCommerce, and consumer products. I've lived and worked in several cities in the USA, UK, and EU, and I've become adept at acclimating to places, industries, cultures and people. I'm curious and collaborative by nature, I'm product management certified, and I've delivered results in the Zero to One phases for startups, and results for mature products in established companies.

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Experience

nextTier Innovations • Senior Product Manager

June 2022 – Present

Glasgow, Scotland (Contract, Remote)

As a senior product manager, I work with clients during project initiation and experimentation phases. Clients include banking, e-learning, and non-profit organisations. I also perform the role as a business analyst, where I facilitate growth of market intelligence through the creation of materials that improve nextTier's understanding of competitor practices and consumer activities.

I also work as a consultant with business partners on digital transformation activities. We work with a client in requirements and product discovery workshops, conducting market research, stakeholder interviews, data analysis and modelling. We co-author proposals which include scope, requirements, roadmap, user groups and goals, tasks, outputs, project costs, risks, mitigations, and contingencies.

I also led process modelling training workshops to corporate clients. I directed product designers and software developers through problem scenarios, defining requirements, mapping and optimising processes, and providing tools and techniques for effective process modelling and analysis.

I also designed a reporting application for use by NYC school officials to communicate evaluations for quality physical education (PE) within schools.

Product Coalition • Executive Editor

April 2020 – Present

Glasgow, Scotland (Contract, Remote)

As Executive Editor I collaborate with the Founder to manage content on the Product Coalition blog. I chose photography for articles, and I've authored and published on the blog over 50 articles. I also created a sub-channel called "Social Stories by Product Coalition", designed to highlight insights from notable product personalities.

I've also written articles designed to establish educational standards and uphold editorial and community guidelines. The articles are designed to ensure that writers produce quality stories and educational material, and they align with the Product Coalition brand, mission and objectives.

Black & White Zebra • Product Management Writer

June 2022 – Present

Glasgow, Scotland (Contract, Remote)

As a writer for 'The Product Manager' publication, I collaborate with content editors and strategists at the Black & White Zebra media tech company, by authoring in-depth articles about topics in product management.

The BVI Beacon • Journalist

January 2024 – Present

Glasgow, Scotland (Contract, Remote)

As a journalist for the BVI Beacon, I cover events, conduct research and interviews, write reports, and prepare newsworthy stories to be presented in the BVI Beacon newspaper and website.

Teens with Dreams • Member of The Board

June 2023 – Present

Glasgow, Scotland (Contract, Remote)

At Teens with Dreams (TWD), I collaborate with a board of officers who are passionate and focused on ensuring the organisation supports young scholars in completing undergraduate degree programs at colleges and universities in the United States.

In addition to striving to satisfy fiduciary duties and fundraising responsibilities, I lead the design and development of the TWD website in order to optimise the organisation's fundraising potential, outreach efforts, increase community engagement and encourage donations.

I've also worked with board members to optimise the scholar application process on the website. This included leading the redesign of the UI/UX workflow and messaging on the application service itself.

Luxury Brand Holdings (Ross-Simons) • Product Manager

August 2022 – November 2022

Providence, Rhode Island (Contract, Remote)

At Ross-Simons, a specialty retailer of luxury jewellery, I was a temporary hire on the marketing team and my core responsibility was to support the e-commerce product strategy for Ross-Simons.com and RSPure.com.

My main role was to be the Product Owner, which included tracking the progress of product development activities, UI/UX design, and digital roadmaps.

I led meetings with a software development team located in Rhode Island and Mumbai. With the use of Jira tools, I maintained and groomed product backlogs and managed sprints. I also implemented recommendations for adjusting and enhancing their Kanban product development activities.

This is Milk • Product Manager

April 2021 – May 2022

Glasgow, Scotland (Full-Time, Remote)

At This is Milk, I worked with leadership, stakeholders and the development team in Glasgow to build and maintain a product vision, delivery roadmap and overall strategy for a product called “Neve”. Neve is a platform designed to recognise the neurodiversity of individuals and delivers a learning experience that best suits them.

I designed the Neve product roadmap, which was a three dimensional plan that described the pilot “initiatives” according to business goals, the “products or services” to be developed, and “releases” that are scheduled. I also developed press materials designed to announce the Neve releases.

I collaborated with the Neve project delivery manager and development team and performed activities such as backlog grooming, sprint planning, daily check-ins, bug and sprint reviews, story planning and retrospectives.

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 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 was used to inform the Neve commercial product roadmap.

For every release towards the pilot I conducted user interviews and captured customer feedback, and delivered monthly product demos to showcase completed features to all stakeholders.

Twig Education (Imagine Learning Studios UK) • Product Owner

April 2020 – March 2021

Glasgow, Scotland (Full-Time, Hybrid)

At Twig I worked with stakeholders and teams to transform business desires into product requirements. I worked with UI/UX designers, developers and system architects to review PRD materials to identify requirements, constraints, and co-developed prototypes.

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.

NYC School Wellness Programs • Product Manager and UI Designer

January 2017 – April 2020

New York City, New York (Full-Time, Hybrid)

As a member of the systems team, we worked with groups to develop products and services such as the Wellness Hub, designed to support wellness programs, ranging from food and nutrition programs, to exercise and stress management programs. My primary role was to gather and manage requirements, perform user interviews and focus groups, and design prototype user interfaces. With the Wellness Hub, which included the CHAMPS portal and other applications, data management activities increased by 35% across the organisation.

Mind The Product • ProductTank New York City Organiser

February 2016 – October 2018

London, England (Contract, Remote)

Collaborated with sponsors to host ProductTank NYC – a meetup that brings together the local product community to exchange ideas, insights and experiences. During my tenure I authored over 20 articles for the Mind the Product blog about ProductTank NYC presentations.

Led the creation of ProductTank.nyc - a microsite that included a bespoke Q&A library, and content from 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 chapter outside of ProductTank London to have a successful online property with a respectable collection of community generated content.

NYC Department of Education • Senior UI/UX Designer

March 2013 – December 2015

New York City, New York (Full-Time, Hybrid)

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, developed and launched a prototype of the first group-wide web application UI library, which contains code samples, controls, components, and UI screen samples. It provided a technical reference for teams, helping them to be consistent in the development of user interfaces. It also served as a resource for rapid UI prototyping.

Experis IT / NYC Department of Education • Web / Graphic Designer

June 2006 – March 2013

New York City, New York (Full-Time, Hybrid)

As a consultant placed at the NYC Department of Education, my responsibility was to build GUI elements for web applications within a .Net environment. During my tenure I designed several web sites, applications, logos and other media. I also recorded, produced and edited several videos for projects designed to highlight activities at NYC Public Schools.

Tools and Languages I Have Worked with

Miro, Confluence, JIRA, Aha!, HubSpot, HootSuite, MarketMuse, ahrefs, Clearscope, Adobe Creative Suite (mostly Photoshop, Premiere, Audition, and Illustrator), Figma, FL Studio, Office 365, Power BI, Notion, Trello, Canva, Azure DevOps, Productboard, Marvel, Balsamiq, Google Analytics, Salesforce, Github, Telerik Kendo UI, Bootstrap, SQL, HTML5, CSS, JavaScript, JSON, Visual Studio.

Education

Product Management Certification, Product School, New York City, NY

B. S. in Computer Science, Hampton University, Hampton, VA