

# Mario Champion

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**Hello.** I'm an insightful, structured, experienced and innovative Product Manager— with four patents —who fluidly guides strategic, creative and development teams.

## PROFILE

My years of experience have crafted me into, honestly, a kind of certified unicorn with deep creative, technical and strategy skills, who listens, learns, and leads authentically all aspects of product development.

Insightful of how the Big Picture is made of evolving Little Pictures, I guide teams with a framework which is agile, entrepreneurial, high-value and fair. A core member of both creative and technology teams for years, I help focus diverse teams to their strengths, solving problems for users and customers, balancing user-centered design, product scope, flexing budgets and resources to deliver online and offline results.

A life-long learner, listener and leader, from front-end to back-end to use-cases to customer engagement to project management ownership, I advocate authentically for internal and external users.

Also, I have significant experience architecting and coding LAMP/ Ubuntu Nginx stack web apps and custom tools, personally utilizing symfony, github, php, mysql, doctrine, ORMs, jquery, javascript, ajax/JSONP, APIs, OOP, html/css, assembla, bash, cURL, Facebook APIs, google analytics, google apps setup, ssh, and more.

## RECENT PROFESSIONAL PROJECTS

**CO-FOUNDER, DIRECTOR OF PRODUCT: TRAILS.BY** (demo: <http://cloudschool.trails.by/get>) 2011-2016

Trails is an innovative platform to visually curate, find, and share resources, and, in the process, build a community around learning and knowledge. That is, the modern way to transform your organization into a collaborative, learner-driven community. Specifically, I created the core ideas and intellectual property.

- Generated innovative solutions in #edtech, leading to two granted patents, one pending patent
- Provided all aspects of project management: guide teams, hire and manage staffers and contractors, wrangle budgets and timeline, conduct focus groups and user testing
- Guided, approved and contributed to all product and site aspects and elements, including brainstorming, budgeting, technical development, visual UI/UX design of site and site-features
- Wrote code and did quality control (e.g., serve as github traffic cop) of php/doctrine/javascript code in an ubuntu, nginx, github, assembla environment within a multiple developer context
- Lead customer demos, trainings, support, and feature request prioritizations

**COMMON CORE SEARCH APIs: TRAILS** <http://standards.trails.by> 2014

The users of Trails desired to tag their resources with standards from the Common Core, but there was no public API. So, I built one. Now, any developer can utilize two REST APIs to search grade and/or keyword and/or component, with a JSON object result.

- Scraped open Common Core data, restructured it via script into new database
- Built and documented open REST APIs
- Released under the Creative Commons Attribution license

learn more at <http://mariochampion.com>

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## RECENT PROFESSIONAL PROJECTS (page 2)

### COMMUNITY STRATEGY DIRECTOR & BACK-END LEAD: MILKSHAKE MEDIA 2010

For the launch of Generation TX (<http://GenTX.org>), I worked as a consultant to Milkshake Media, serving in a variety of roles centered around launching an online and offline movement to create a “Career and College-Ready Culture” in Texas.

- Strategy and development for a state-wide field organization, including meet with stakeholders and elected officials, coordinate for the pilot market launches in San Antonio and Fort Worth
- Developed custom tech tools to manage, classify, view contacts and resources
- Researched, reviewed, interviewed tech partners to evaluate solutions
- Engaged in both architecture, UI/UX strategy and lead back-end developer of GenTX.org in php, mysql, jquery, ajax, html, css, FB connect, shell scripting, and custom WordPress & BuddyPress plugins and post types, theme development and customization.

### CREATIVE & TECHNOLOGY DIRECTOR: FGA MEDIA & FAIRYGODMOTHERACADEMY.COM: 2008 – 2010

FGA Media was a startup developing a trans-media life-style brand for tween girls by creating a product and community ecosystem, rooted in the Fairy Godmother Academy book series published by Random House.

- Co-developed, directed and approved company-wide creative and technology strategies, including web design, brand talking points, social media, and offline community plans
- Coordinated and approved team schedules and budgets
- Guided toy and product development for major retailer pitches
- Created structure for “Wisdom Cards” and “Wisdom Acts” online & offline projects
- Owned the major transformation of our Series A Investor Deck
- Website Product Director -
  - Set staff, budgets, schedules and adaptations to timeline and investor needs
  - Negotiated dollar-saving “co-licensing” deals with external vendors
  - Directly coded and supervised Wordpress theme customization (php, mysql, html, css, javascript/jquery)

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## COMMUNITY & MUNICIPAL INVOLVEMENT

**URBAN TRANSPORTATION COMMISSIONER: CITY OF AUSTIN** JUL 2015 - PRESENT

**PRESIDENT: SOUTH LAMAR NEIGHBORHOOD ASSOCIATION** JAN 2014 - DEC 2015

**TREASURER, STRATEGIST: TURN TEXAS BLUE PAC** 2010-2012

**DIRECTOR OF TECHNOLOGY: TCDP COORDINATED CAMPAIGN & TEXANSFOROBAMA** 2008

**CO-FOUNDER, PRESIDENT: LATINOS FOR TEXAS PAC** 2005- 2008

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## WAY BACK IN THE DAY

**TWO PATENTS IN CASUAL, SOCIAL, STRATEGY GAMING: GRIDBLOC GAME** 1999-2002

**CO-FOUNDER & CHIEF CREATIVE OFFICER: TEAM SMARTYPANTS, INC** 1996 - 2003

**SCHOOL OF ARCHITECTURE: UNIVERSITY OF TEXAS AT AUSTIN** 1988 - 1994