

Mario Champion

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Hello. I'm an insightful, experienced Product Manager with four Patents, and would love to learn how I might help.

PROFILE

My years as a learner, listener and leader of cross-functional collaborations have crafted me into, honestly, **a kind of unicorn** who guides product teams to focused, creative, and useful digital strategies. That is, in a Big Picture made of evolving Little Pictures with too many good ideas along too many paths and oh so many competing viewpoints, I can help you nimbly and strategically travel the important waypoints.

A core member of **creative, strategy and tech teams** for 10+ years, I have an improbably diverse background of deep dives into new fields, synthesizing input from customers + research + creative + strategy + dev teams. Within a design-thinking framework which is **agile, entrepreneurial, high-value and fair**, we can build **innovative software to solve the right customer problems** and generate real opportunities.

Also, I have years of experience **architecting, coding and managing** LAMP & Ubuntu/Nginx stack web apps and tools, front-end and back-end using: php, mysql, javascript, github, symfony, python, doctrine, ORMs, JSONP, APIs, OOP, html/css, assembla, bash, cURL, Twilio, ssh, and more.

SELECT PROFESSIONAL PROJECTS

OPEN SOURCE MACHINE-LEARNING IMAGE CLASSIFICATION APP: ROBOFLOW 2017

RoboFlow is a semi-automated **TensorFlow** image classification explorer in a **Python** command line app. RoboFlow was created to get a better sense for TensorFlow's image classifier by making it easier to gather 1000s of similar images by hashtag (such as "#robot" or "#robotart") to serve as the neural networks' re/training data, and to enable easy testing of different TensorFlow hyperparameter settings for creating classifiers.

- Learn more at <https://mariochampion.github.io/roboflow/>

PRODUCT MANAGER: TRAILS.BY 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, and:

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

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LEAD DEVELOPER: COMMON CORE SEARCH APIS 2014

The users of Trails desired to tag their resources with standards from the Common Core, but there was no public REST 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 via custom middleware tools
- Built and documented open REST APIs, released under the Creative Commons Attribution license

COMMUNITY STRATEGIST & LEAD BACK-END DEVELOPER: 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 & DEV TEAM LEAD: 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 engagement plans
- Coordinated and approved team schedules and budgets
- Guided toy and product development for major retailer pitches for “Wisdom Cards” and “Wisdom Acts”
- 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)

COMMUNITY & MUNICIPAL INVOLVEMENT

URBAN TRANSPORTATION COMMISSIONER: CITY OF AUSTIN JUL 2015 - PRESENT

PRESIDENT: SOUTH LAMAR NEIGHBORHOOD ASSOCIATION JAN 2014 - DEC 2015

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

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