

HELLO

I'm an experienced, creative, and technical Product Manager with **five patents** (<http://mariochampion.com/patents>), and I'd like to help you make something innovative and useful.

SELECT PROFESSIONAL EXPERIENCES

TECHNICAL PRODUCT MANAGER — **DDMR.COM** (2018 — 2019)

DDMR was a startup company that thrived on clickstream and behavioral data—and then suddenly it didn't, and now you're reading my resume. Its products were mostly internal to a highly technical AWS ecosystem ETL (data processing and delivery pipeline), and a smattering of functional web management or admin tools.

As senior product manager, I worked with the CEO to distill and convey the overall company vision and strategy into product specs and tech specs, which I then used to guide a remote software engineering team in a (hybrid) agile process. Specifically, my duties included:

- | | |
|---|--|
| • creating product roadmaps and waypoints | • researching and developing user personas and stories |
| • prioritizing functional capabilities | • writing the product specs |
| • co-creating the tech spec with the dev lead | • generating tickets |
| • weekly backlog grooming | • weekly sprint planning |
| • daily standups (one operational, one engineering) | • daily ticket to resource coordination |

Usually, I dealt with concurrent development branches of the same product, each its own release, guided by a roadmap's waypoints balanced to shifting client and resource demands. Development occurred using multiple **AWS offerings, Github, CI/CD tools, Docker, react, node, javascript and multiple devops tools, documented and shared using Slack, coda.io, Aha, and Jira.**

SENIOR PRODUCT MANAGER — **Trails.by** (2011 — 2016)

By connecting people and knowledge, the Trails edtech platform made learning and teaching easier, more joyful, more social, more visual—more like what progressive teachers desire for their learning environments. I provided ideation, strategy and product management for:

- | | |
|---|---|
| • SAAS edtech platform and marketplace | • Innovative visual maps linking educational flow |
| • Event-based of daily digest notifications | • Integration of online or uploaded resources |
| • Public and private groups with threaded discussion | • Distribution for Open Education Resources (OER) |
| • Admin dashboard tools for permissions and analytics | • Internal and Public API endpoints |

Specifically, as co-founder, I created the core ideas and primary intellectual property, am the named inventor on **three granted patents**, set the product and feature roadmap, coded framework bundles and re-structured open data to enable our APIs. As PM, I balanced competing feature requests and developer resources in an agile workflow, managing priorities and calendaring of user stories and tickets and Github pull requests, including QA from testing to staging to production servers from several developer's VMs. I also interviewed prospective and existing customers and users, did demos and trainings at tradeshow and with customers, wrote marketing copy and more.

OPEN-SOURCE MACHINE-LEARNING IMAGE-CLASSIFICATION TOOL — **RoboFlow** (2017)

RoboFlow is a semi-automated **TensorFlow** image classification explorer in a **python** command line app. I built RoboFlow to get a better sense for TensorFlow's image classifier by making it easier to gather thousands of similar images by hashtag (e.g., "#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.

Specifically, tagged images are downloaded in bulk and then sorted, according to a 'confidencemin' variable, into dynamically created directories, which are periodically 'harvested' to retrain TensorFlow to create new classifiers, allowing easy experimenting with various retraining parameter permutations to increase the accuracy. In this cyclical loop, the classifier gets better and better at identifying and sorting. This results, at some point, in RoboFlow's ability to be a semi-automated self-improving image classifier, depending of course on your ability to bootstrap initial high-quality images and to curate results via periodic quality control. Contributions and Pull Requests welcomed!

INTERNAL API for COMMON CORE SEARCH — 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 endpoint. Therefore, I scraped the [open data](#), built several middleware scripts to restructure it in a new database, built the API endpoints, then documented and made it all available under Creative Commons Attribution license. Developers could utilize two REST APIs to search the Common Core standards by grade and/or keyword and/or component, with a JSON object result. There is Query API to search for summary information of matching standards, and the Detail API for extended information on one specific standard. Documentation includes the complete cycle of a query call, result, detail call and detail result.

COMMUNITY STRATEGIST & LEAD BACK-END DEVELOPER — GenerationTX (2010 — 2011)

For the development and 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.

Specific duties included initial strategy and development for a state-wide field organization (launching in pilot markets of San Antonio and Fort Worth), development of custom tech tools to manage/classify/view contacts and resources, researching/reviewing/interviewing tech partners/solutions and, for the website itself, both architecture/strategy and extensive hands-on development and coding of GenTX.org in php, mysql, jquery, ajax, css, html, Facebook connect, shell scripting, and custom WordPress / BuddyPress plugins.

CREATIVE & TECH TEAM EXECUTIVE — FairyGodmotherAcademy (2008 — 2010)

FGA Media, Inc was a startup developing a trans-media life-style brand for tween girls, rooted in the Fairy Godmother Academy book series published by Random House and the companion website. FGA was a "hip & wholesome" web property designed to build a perpetual online and offline community of 'tweens and parents into "a cultural force for good."

My duties was quite varied, including product management, approving, developing and directing the creative, technical, and social media strategies, as well as working with team leads to schedule and budget as a project manager. Besides Product development, highlights include developing and naming the 'Wisdom Acts', guiding toy development, and owning the major transformation of our Series A Investor Deck.

PATENTS AND EDUCATION

Three Patents in Education Technology (#edtech)

Patent #US9536445B2 — System and method for visually tracking a learned process

Patent #US9449111B2 — System and method for generating and accessing trails

Patent #US9292883B2 — System and method for managing a trail

Two Patents in Casual, Social, Strategy Gaming: GridBloc Game (<http://gridbloc.com>)

Patent #6659464 — GridBloc Strategy Game

Patent #6578848 — Game with moveable play space

School of Architecture, University of Texas at Austin

CIVIC ENGAGEMENT

Chair, Urban Transportation Commission (2015 — Present)

Appointed 2015 by Council Member Ann Kitchen (D5, head of Mobility Committee), and elected Chair in 2019.

Capital Metro Project Connect Taskforce / PCAN (2016 — Present)

As a member of Project Connect's Multimodal Advisory Committee, (now called PCAN - Project Connect Ambassador Network) I work to be insightful about data, assimilate varied stakeholder inputs, and to encourage public participation in the planning process which shapes Capital Metro's high-capacity transit system vision and efforts.

Neighborhood Association President (Jan2014 — Dec2015)

Served two terms as President for the South Lamar Neighborhood Association. Proudly co-organized the support which enabled the development of Foundation Communities' Bluebonnet Studios affordable housing complex in South Austin.