

Becki Hyde

Product management & design leader with consulting, startup, & enterprise experience. Focused on building & scaling teams & communities of practice. Expert in cross-functional collaboration, Lean, UCD, and Agile.

www.becki-hyde.com
beckihyde@gmail.com
(502) 468-4818

EXPERIENCE

Tanzu Labs — *Manager, Product Management & Design*

MAR 2022 - PRESENT

- Manage the growth and development of Product Management and Product Design consultants
- Collaborate with management team to support culture, encourage DE&I, deliver successful client engagements, grow our people, and maintain a healthy business
- Led a workstream to bring together marketing, sales, and delivery to focus on key outcomes and measure success to drive additional business in the public sector
- Mentor individual contributor work streams such as Writers Bureau, Leadership Consulting, and Tanzu Labs Practice Talks

Tanzu Labs — *Senior Product Manager & Leadership Advisor*

NOV 2020 - FEB 2022

- Consult with enterprises and government on lean product management, user-centered design, and XP agile
- Support portfolio and program leaders in coordinating the delivery of complex portfolios of software products
- Contribute to the growth of our consulting practice by leading workshops, tech talks, and writing educational content with a focus on growing product management practices
- Support sales motions through discovery workshops and other pre-sales conversations

Retrium — *Vice President of Product & Design*

JAN 2020 - NOV 2020

- Led quarterly planning sessions for strategy alignment and project planning for the entire company
- Developed organizational structure and capacity planning in preparation for raising Series A funding
- Established a continuous user research and customer feedback program to align the product roadmap with customer needs
- Led a program to improve the product's activation rate, resulting in an increase from 25% to 40% over 3 months

SPEAKING & WRITING

See the full list at becki-hyde.com

SpringOne Platform
Austin, TX 2019

UX Lisbon
Lisbon, Portugal 2019

Interaction19
Seattle, WA 2019

International Design Conference
New Orleans, LA 2018

Agile on the Beach
Cornwall, UK 2018

UofL Hite Art Institute
Louisville, KY 2017 & 2018

Male High School
Louisville, KY 2018

EDUCATION

University of Louisville
Communication Arts & Design, Magna Cum Laude

VOLUNTEERING

MidwestUX 2016
Co-Chair

IxDA Louisville
Coordinator, 2016-2019

Louisville Fund for the Arts
Product Manager, 2016

Pivotal — Design Practice Lead & Staff Designer

OCT 2018 - JAN 2020

- Consulted with enterprise clients to scale product design and product management in their organizations
- Taught workshops on Product Design, Product Management, Balanced Teams, agile processes, and other topics related to software product development and team organization
- Established objectives, goals, and outcomes for digital transformation programs (OKRs, OGSMs, SMART goals)
- Developed organizational structures and cultures for agile teams, focusing on growing design and product management
- Helped teams assess capabilities and gaps through Health Checks, retrospectives, and prioritization exercises

Humana — Product Management Advisor

2015 - 2018

- Launched 12 unique software products, including mobile apps and web apps for B2B, B2C, and internal customers
- Pitched, built, and launched Personify, a custom-built tool that introduced user research into the IT organization
- Mentored Product Managers across the company through classroom instructions, meetups, and speaking
- Recruited, interviewed, and hired Product Managers, Product Designers, and Software Engineers
- Conducted business development to bring new projects to Humana's software accelerator and technology incubator

Humana — Lead Visual Designer, Product Designer

2012 - 2015

- Conducted over 300 usability tests and user research sessions
- Product Designer for Cue, an Apple Watch app designed and built in 5 weeks, that was featured in the App Store on launch day
- As member of Design System leadership team, established and disseminated a responsive design system across the enterprise

DRE Veterinary — Marketing Specialist 2011 - 2012

CafePress — Graphic Designer 2010 - 2011

McFaddin Marketing — Graphic Designer 2007 - 2009

Atria Senior Living — Production Artist 2006 - 2007

SKILLS & TOOLS

Leadership quarterly planning, capacity planning, recruiting, hiring, mentoring, coaching, product strategy, design strategy, research strategy, program management, business development

Product Management agile, lean, stakeholder management, roadmaps, OKRs, Balanced Team, product analytics, reporting, data science

User Research & Usability Testing recruiting, screeners & test plans, field studies, moderated & unmoderated testing

Design (Product, Visual, UI, Graphics) Lean UX, Adobe Creative Cloud (Illustrator, Photoshop), Sketch, Figma, Miro, prototyping

User Experience journey maps, service blueprints, personas, jobs-to-be-done, story maps

Facilitation Design Sprints, innovation workshops, discovery & framing exercises, prioritization workshops, facilitator training