

# Loren Beyerstein

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## Profile

Product management and product design specialist, with startup experience in web services, gaming and mobile apps. Technically minded and able to fluidly communicate with engineering teams and design teams. Strong written, verbal and visual communication skills with an eye for aesthetics and detail. Self motivated with excellent time management skills and experience working with rapid, iterative design processes within an agile project management environment.

- Product Management
- Product Design
- Agile Methodology
- Rapid Prototyping
- User Stories
- Technical Design Documents
- UI/UX Wireframing
- Photography
- Content Management

## Experience

### Gap Year (April 2013 - April 2015)

- A vagabond sabbatical of ultralight solo backpacking across four continents.

### Associate Product Manager, Wyley Interactive - Play4Perks Team (Fall 2012 - Spring 2013)

- Responsible for managing the in app economy of our mobile gaming rewards platform.
- Worked with in house and 3rd party developers to design and implement game challenges.
- Planning, configuration, and scheduling for gaming content and inventory management in a live operations environment.
- Worked with user analytics data to refine content strategy and reported data to senior management.
- Developed content strategy for the social media team.

### Associate Product Designer, Overinteractive Media Inc. - Cinecoup Team (Spring 2012 - Fall 2012)

- Collaborated with product owner to design a 16 week competition for independent filmmakers.
- Wrote technical specifications and created wireframes for web and mobile interfaces.
- Program planning for site content, production schedules and cinematic premier.

### Product Management Student, Centre for Digital Media (Fall 2010 - Spring 2012)

- Worked in small student teams to prototype projects for industry clients.
- Rapid 12 week product cycle, from concept pitch through prototype delivery.
- Responsible for product management, project management, documentation, client presentations.

### Apple Solutions Consultant, Apple Canada (Spring 2008 - Fall 2010)

- Sales, training, merchandising, and customer support.
- Responsible for managing an apple retail space within a big-box store.

### Apple Campus Representative, Apple Canada (Winter 2006 - Spring 2008)

- On campus support for sales, training, marketing, contests and events.

## Education

### Centre for Digital Media, Masters of Arts, Digital Media (2012)

- Technical, hands on, masters degree studying product management and product design.
- The Centre for Digital Media is a partnered collaboration between the *University of British Columbia*, *Simon Fraser University*, *Emily Carr University of Art and Design* and *British Columbia Institute of Technology*.

### Simon Fraser University, Bachelor of Arts Honours - Communications, Minor - Film Theory (2007)

- Undergraduate degree studying on the history of technology and design.

### British Columbia Institute of Technology, Associate Degree, Professional Editing (2006)

- Associate's degree in broadcast video, with specialization on non-linear editing and video production.