

CHRIS SCHOLTENS, UXMC

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EDUCATION

Cornell College, 600 First Street SW Mount Vernon, IA 52314

Bachelor of Arts, May 2009

American Public University System, 111 W Congress Street, Charles Town, WV 25414

Master of Arts, June 2012

WORK EXPERIENCE

Sonic Foundry

Lead Product Manager, October 2022 – Present

Product Manager, December 2021 – September 2022

Product Designer, June 2020 – December 2021

Accessibility Champion, June 2020 – Present

- Maintain unified product roadmap for Mediasite, with new deliverables prioritized and tied to revenues and opportunities
- Maintain prioritized backlog of new features, tasks, discovery, and bugs
- Intake ideas from customers and employees, considering whether they should be added to the backlog, immediately prioritized, or set aside
- Maintain customer contact through directed customer visits, communication with field employees, and competitive analysis
- Write capabilities abstracts for significant new features
- Write release brief documents for major releases
- Act as the product champion, answering internal and external questions about the product
- Manage and mentor product managers within Mediasite
- Communicate and coordinate roadmap priorities across scrum teams
- Maintain current status of US and EU software accessibility requirements
- Serve as an accessibility resource for engineering, customer success, and customer questions
- Maintain the VPAT accessibility conformance documents as current

Wisconsin Housing and Economic Development Authority (WHEDA), Madison, WI

Senior User Experience Designer, Senior Web Designer, March 2020 — June 2020

User Experience Designer, Web Designer, June 2015 – March 2020

- Identify, engage, and coordinate with key stakeholders across all business units to coordinate content, develop new features, create intra/inter-connections, and reduce redundancy
- Originate and edit web content related to business information and communications
- Maintain WHEDA.com and WHEDAnet intranet architecture, including site map, information hierarchy, data connections, and file directory structure
- Interface across all business units to recommend hardware/software, functionality, and technical upgrades
- Guide visual development with the creation of graphics and other treatments to enhance WHEDA's brand standards and develop engaging user interfaces
- Design and develop all interactive elements based on collected user research
- Develop, modify, and have oversight of WHEDA brand styles, standards, and processes for professional quality presentation, continuity, and editorial integrity

- Demonstrate the ability to work individually, pursuing new projects independently, as well as a team member/team leader
- Educate, guide, or train employees/users on new features and products in a comprehensive, easy to understand manner
- Improve web performance, optimize loading times, and lower expenses
- Coordinate data-driven analytics, analyze and evaluate, form business cases based on data
- Manage information, data, and user flow through website and web application experience
- Coordinate and lead technical & business discussions
- Develop and maintain project roadmaps, complete with goals throughout
- Evaluate emerging technologies/industry trends for best practices and standards
- Provide technical guidance and mentorship
- Identify user requirements through research and analysis
- Design information structure, work/user/data flow, navigation
- Translate technical data, project needs, and analytics into business cases for higher ROI
- Create custom code to enable new features and interactivity on WHEDA.com, using JavaScript, CSS, and HTML
- Conduct user research, including moderated and unmoderated user testing, field studies, analytics, surveys, and card sorting

CERTIFICATIONS/PROFESSIONAL AFFILIATIONS

- UX Master's Certificate – Nielsen Norman Group
 - Specializations in Interaction Design, User Research, and UX Management
- UXPA Member
- EFF Member
- Web Accessibility Certificate (WAI/WCAG 2.0, Section 508, ADA)

SKILLS

- Ability to prioritize work by business value, customer need, and level of effort
- Ability to communicate between executives, business stakeholders, and technical workers effectively
- Extensive presentation/public speaking experience
- Subject Matter Expert on accessibility, testing and developing for accessibility, auditing accessibility, US and EU regulations on accessibility
- Extensive mediation experience

ACHIEVEMENTS

- Led WHEDA Advance development, training, and morale growth team (2015-2017)
- Acted as Project Manager for a redesign of web-based Find a Lender application (2017)
- Attended training courses in leadership development, technical skill development, and project management (2015-2018)
- Acted as Project Manager for migration of WHEDA's WCM project (2019-2020)
- Ran RFP and software selection process for UX analytics software platform (2020)
- Ran RFP and software selection process for user onboarding and in-app guidance software platform (2021)
- Ran RFP and software selection process for localization partner (2021)