

Nettie Tien

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Work Experience

Product Manager, Creator Platform | Vimeo

June 2014 — January 2015

- Contributed to the product ideation, strategy, and roadmap items for all consumer account levels
- Partnered with design, engineering, and marketing departments to identify and reduce areas of friction in the creator workflow
- Developed requirements and launched features that deliver a superior experience and improved value to all members of Vimeo
- Used product data and user research to make informed product decisions

Product Manager, Video | Sizmek (formerly MediaMind)

October 2012 — June 2014

- Defined and prioritized requirements for In-Stream roadmap
- Built detailed user stories, use cases, and business requirements
- Deep involvement with R&D planning and development process to ensure successful product launches
- Managed and monitored self-service VPAID beta
- Recruited clients for beta products and collaborated with cross-functional teams to prioritize client needs and requests
- Tracked and analyzed product usage to drive new features and revenue
- Served as the solution expert for internal teams, clients, analysts, and press
- Conducted competitive analysis to diagnose areas of risk and opportunity

Solution Specialist, Video & Custom Formats | MediaMind

August 2011 — October 2012

- Collected feature requests and prioritized with Product team
- Created and delivered technical in-person or online training on In-Stream fundamentals, video transcoding, creative tools, and MediaMind platform
- Managed and promoted launch of new products during beta phase
- Acted as point of contact on all video and custom format solutions
- Worked with sales teams to upsell products and custom solutions

Creative Account Manager | MediaMind

January 2010 — August 2011

- Provided training, best practices, and technical support to global clients on rich media executions
- Demonstrated daily project management on all creative campaign priorities
- Ensured quality and timeliness of global campaign launches for advertisers including Microsoft, Goldman Sachs, Xerox, Zipcar, and Toyota

Web Designer & Developer | Freelance

April 2009 — March 2010

- Designed logo, identity, and website for social network and fashion clients
- Developed, optimized, and debugged sitewide front-end code

Technical Design Producer | ESPN The Magazine

February 2008 — December 2009

- Performed full spectrum of web-related tasks that interpreted the magazine's brand for the web
- Built, managed, and maintained CMS templates for editors to publish and repurpose their articles from print to web
- Created, developed front-end and back-end code, and optimized interactive materials for issue launches and Insider site redesign

Education

Master of Fine Arts in Design and Technology

Parsons The New School For Design | 2008
Graduate Dean's Scholarship

Bachelor of Arts in Computer Science

Johns Hopkins University
Whiting School of Engineering | 2006
William Baxley Scholarship

Skills

Java, C++, SQL, HTML, CSS, Javascript, AS2, AS3, Maya, 3D Studio Max, Motion Builder, VICON IQ, Vue, Adobe CS, Microsoft Office, JIRA, Final Cut Pro, ProTools, ArcView GIS