

## Patrick Huber

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### PROFESSIONAL SUMMARY

I have 9+ years experience leading successful teams through product and technology development, and have been designing and building digital experiences for 21+ years. I have worked with companies of all sizes, from start-up to Fortune 100, and have experience in numerous industries: Healthcare, Consumer Products, Finance, and eCommerce.

#### ACHIEVEMENTS

- Lead initiative to modernize application experience and rollout to 20,000+ merchants for Wells Fargo financial product with 1m+ annual users; 100% positive customer feedback and zero defects.
- Guided the design and development of the consumer experience for the Sleep Number Climate360 bed, a major consumer product, through a stage gate project, including the development of an entirely new hardware and embedded software design.
- Lead the front-end engineering team for a Fortune 100 company through a major rebranding effort, including complete rebuild and redesign of taa.org, which received over 20 million monthly unique visitors.
- Independently designed, developed, and launched the Fair Food Finder app in less than 60 days, and in the first week of launch received 11,000 unique users with over 150,000 page impressions.

#### SKILLS

- Product Vision & Strategy
- Product Roadmapping
- Product Design & UX Design
- Wireframing, Customer Journey Mapping, & Prototyping
- Website & App Development (Javascript, CSS, HTML, Angular, Ionic, React)
- Agile & Scrum
- User Stories & Technical Requirements Documentation
- Software Development Life Cycle Management
- Objective Key Results (OKRs) & Key Performance Indicators (KPIs)

#### TOOLS

- Figma & Figjam
- Adobe suite: Indesign, Illustrator, Photoshop
- Atlassian Suite: Jira, Confluence
- Mixpanel
- ChatGPT & AI
- Git & Github
- Google Cloud & Amazon AWS
- Microsoft Office & Google Workspace

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### PROFESSIONAL HISTORY

#### Wells Fargo

March 2024 – Current

##### Lead Digital Product Manager

Wells Fargo is a financial provider offering a wide range of products across personal, business, and investment banking. I joined as a Lead Digital Product Manager for the Personal Loans and Retail Services business, focusing on the Private Label Credit Card: an unsecured line of credit product offered to retail merchants in the home furnishings, appliances & electronics, home improvement, jewelry, eCommerce and other industries. In this role my responsibilities include:

- Lead the development and execution of complex digital business plans, programs and initiatives.
- Define the digital strategy for the product, requiring strong understanding of the business, policies, procedures, legal and compliance requirements.
- Complete in-depth evaluations of competitive products, relevant technologies, Wells Fargo customer needs and technical architecture and capabilities.
- Develop the product roadmap, create product/feature development plans, and write user stories.
- Collaborate and contribute to UX design, including creation or wireframes, mockups, and prototypes in Figma.
- Work with technology teams to groom stories, support the execution of the product development plan.
- Strategically collaborate and consult with peers, colleagues and mid-level to senior managers to resolve issues and achieve goals.
- Lead a broad team of digital professionals to meet deliverables and drive new initiatives.
- Lead projects, teams and serve as a mentor for peers and analysts.
- Work with the analytics group to create and track customer behavior across customer funnels/channels to inform product and marketing optimization efforts.

*Product Manager*

Chanl Health is an innovative digital healthcare startup, changing the way that patients with cardiovascular disease recover and rehab after a heart attack or event. I worked directly with the CEO to craft the vision and I oversaw all aspects of the SaaS platform including the experience for patients (Chanl Care app), staff users (Chanl Dashboard), and backend infrastructure.

- Worked with department leaders to discover new opportunities and solve customer problems to grow the business.
- Lead cross-functional design sessions and transform design concepts into detailed user stories and requirements.
- Lead a team working in the agile product model, including User Experience (UX), engineers, and QA to achieve business objectives.
- Created, maintained, and prioritized the product backlog in Jira with Agile team, keeping alignment with product strategy and vision.
- Subject matter expert on healthcare products and markets, specializing in Cardiac and Pulmonary rehabilitation.
- Accountable for the product's performance, including Key Performance Indicators (KPIs) and key results for Objective Key Results (OKRs).
- Created UX wireframes, designs, user flows, and prototypes in Figma.
- Performed code reviews for Java and Kotlin backend, and Angular and Ionic frontend apps.
- Monitored and oversaw backend infrastructure, hosted on Amazon AWS.

**Sleep Number**

October 2020 – April 2022

*Product Development Manager - SleepIQ*

Sleep Number is a leader in the sleep technology category that is all about wellness. My role as Product Manager focused on partnering with our technology teams on the consumer app, SleepIQ. I also worked with partners across all departments to research, design, implement and support new features and enhancements.

- Championed the SleepIQ consumer app customer experience.
- Represented the customer voice through discussions with the development team.
- Guided new feature development and consumer in-app messaging through understanding and empathizing with the customer.
- Supported employee and consumer testing to validate customer experience.
- Evaluated the feature engagement through customer experience usage data and analytics, using Mixpanel.
- Documented epic and user stories in Jira to clearly define customer experience.
- Created, maintained, and prioritized the product backlog with Agile team, keeping alignment with product strategy and vision.
- Facilitated sprint planning and ensured sprint output quality.
- Supported feature business case development activities through customer experience requirements and ROI calculation.
- Drove technical integration by understanding application and API architecture and interdependencies.
- Understood data and content flow considerations for new feature development.
- Partnered effectively with global, agile, engineering teams to support development activities.
- Collaborated with product and program stakeholders to ensure appropriate input on customer experience and product strategy.
- Worked together with cross functional business teams to support product experience, communications, and training
- Supported the development and management of program level project plans.
- Provided input to customer experience progression and project plans as input to release readiness.
- Coordinated operating mechanisms (meetings, shared documents, ext.) in support of product feature progression.

**Vēmos**

October 2018 – April 2020

*Product Manager*

Vēmos is a start-up aimed at disrupting the hospitality industry. I managed all product and app development for Vēmos. These responsibilities included:

- Developed roadmaps for new product and feature development, aligning with the company vision.
- Directed all product development from concept to launch including native iOS and Android apps, analytics dashboards, and consumer web platforms.
- Organized development team efforts through Scrum-based project management with a focus on Agile methodology.
- Managed the on-site and off-site development team workforce including full-stack and frontend developers.
- Created User Experience (UX) designs for new apps and features, including wireframes and prototyping.
- Architected technical solutions and wrote technical documentation for all products including: native apps (React Native, Objective-C, and Java/Kotlin); analytics dashboards and consumer websites (React and AngularJS); backend systems and APIs (Google Cloud and Amazon AWS); non-relational (Google Realtime Database and Firestore) and relational (PostgreSQL) databases.
- Oversaw development of third-party integrations with Point-Of-Sale (POS) and reservations management partners.
- Owned the QA testing process to ensure shipping accurate, bug-free software.
- Built systems and processes for technical support to gain product feedback and measure customer satisfaction.

## **TIAA**

*September 2011 – March 2017*

TIAA (formerly TIAA-CREF) is a not-for-profit, Fortune 100 company specializing in financial products and services for education, healthcare, and other not-for-profit industries. I was with TIAA for over 6 years and started by *building prototypes* and *developing web pages*, then grew into a *technology lead* overseeing the *UI style guide* and *front-end architecture*, and finally as a *development manager*, leading a team of UI developers through a major rebranding effort.

- *Lead Development Manager*
  - Lead the front-end development team building the all-new TIAA.org public marketing site during their rebranding effort to change their name, logo and overall brand.
  - Managed a team of ten front-end architects and developers working on location, from home, and overseas.
  - Front-end team manager for the public marketing site (TIAA.org), rebrand effort, UI style guide, responsive email templates, TIAA Direct bank public marketing site, and TIAA Asset Management public marketing site.
- *Technical Lead*
  - Designed and led the team that built TIAA's first automated, front-end build systems using technologies including *mobile-first design*, *SASS*, *Gulp*, *Node.js*, *Mustache*, *RequireJS*, and *ECMAScript 2015 (ES6)*.
  - Designed and built a UI system and framework of all UI components to be used for *usability testing*, *concept prototyping*, and *development of new pages, apps, and emails*.
  - Built and maintained the *UI style guides* used by a team of over fifty UI developers and referenced by numerous other business partners for *design standards* and *rules of use*.
  - Created *code standards* and designed a *peer code review* process using *Git* and *Gitlab* to oversee all code moving from initial development to production to ensure quality and stability.
  - Architected and oversaw the front-end system used by the secure institutional administrator website, public marketing site, TIAA Direct bank public marketing site and TIAA Asset Management public marketing site; built using dynamic *PHP* templates to simulate final production pages.
- *Senior UI Developer*
  - Created *clickable prototypes* used in *usability testing*, presentations to stakeholders, and ultimately to create final web pages and apps used in production.
  - Built UI components and web pages that worked *across browsers and devices*, were *WCAG* compliant (for all 3 levels: A, AA, and AAA), and were optimized for performance.
  - Developed *dynamic email templates* and worked with partners at ExactTarget (now Salesforce Marketing Cloud) to implement templates.

## **PATH Designs**

*May 2004 – Present*

*Owner/Freelance Designer & Developer*

- Assess the needs of clients to develop vision and strategy for projects.
- Design app and website mock-ups and wireframes, and graphic logos.
- Develop functional and accessible websites and apps with a focus on intuitive user interfaces.

## **Minnesota State University, Mankato**

*September 2008 – September 2011*

### *Technical Support*

- Design custom graphics, Flash videos, and maintained pages for the Academic Computer Center at Minnesota State University, Mankato.
- Trained on accommodating persons with disabilities to adhere to WCAG and Section 508 standards.
- Extensive use of computer-imaging programs on PC and Macintosh including Symantic Ghost, Deploy Studio, System Image Utility, and NetRestore.
- Created an automated dual boot imaging process for Leopard/Windows Vista and Snow Leopard/Windows 7 on Macintosh computers.
- Integrated an Active Directory and Open Directory Golden Triangle management system.
- Maintain and administer multiple Apple Xserve servers including Podcast Producer 2, Print, Xgrid, NetBoot, AFP and SMB file sharing, and Workgroup Management.

## **Huber's Super Valu**

*May 2000 – September 2008*

### *Manager*

- Handle daily closing financial procedures.
- Developed a job list for employees, which increased productivity.
- Created job-specific calendars to help managers create work schedules.
- Handle returns and customer inquiries.
- Repair hardware including vending machines and cash registers.

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## NOTABLE PROJECTS

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## **Fair Food Finder**

*July 2020 – Aug 2020*

### *Creator*

The [Fair Food Finder \(foodfinder.app\)](https://foodfinder.app) is a web app I built that helps people find pop-up food vendors across Minnesota. When the Minnesota State Fair announced they would be closed in 2020, thousands of people from across the state would start searching to get a taste of their favorite State Fair foods. The Fair Food Finder app let's hungry Minnesotans use the Fair Food Finder app to find food stands, search for their favorites, view hours and open times, get directions, and more.

- [Designs and prototype](#) created in Adobe XD and used in a user research survey with 780 respondents.
- Developed Food Finder app in React using Google Firebase for Authentication, Database, and Hosting.
- Developed Vendor Dashboard in React allowing food vendors to add and edit new events.
- Marketed via Facebook with zero budget; in the first week of launch it reached 11,000 unique users with over 150,000 food stands viewed.

## **Gecko Oven Cam**

*2017 – 2018*

### *Creator*

The Gecko Oven Cam is a smart home device I created which allows you to monitor your oven from your phone or tablet. It launched on [Indiegogo](https://www.indiegogo.com/projects/gecko-oven-cam) in August 2018, but did not reach the funding goal to move into final production. I did 100% of the work on the Oven Cam including the app development, product hardware and software design, and marketing graphics and video production.

## **SkateJunk**

*August 2002 – September 2010*

### *Owner*

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SkateJunk was the first business I started, selling skateboards and accessories direct to consumers through pop-up sales at skate parks and through an online skateshop. The online skateshop included an eCommerce store with over 100 different products, a sponsorship program and skateboard team, community photos and videos, and skateboarding educational content.

- Developed and designed the website skatejunk.com including an eCommerce store, custom Flash media, with PHP, JavaScript, CSS, and HTML coding.
- Designed and manufactured a new skateboard through a partnership with a domestic skateboard manufacturer.
- Handle all day-to-day operations including marketing, financials, operations, customer and website support.

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## EDUCATION

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### **Minnesota State University, Mankato**

*May 2014*

Bachelor of Business Administration (BBA) Business Administration and Management, General

Human Resource Management, Minor

*Magna Cum Laude*

### **Graphics Communication Program**

*June 2005*

*Carver-Scott Educational Cooperative, Chaska, MN*

Graduate of the Graphics Communication Program, which included the offset printing process, computer layout and design, copy preparation, film image, proofing, platemaking and press and binder operation.

References available on request.