

# Russell Cole Mooth

(615) 260-0356 . cmooth@gmail.com . linkedin.com/in/mooth

## Professional Experience

### Product Manager with Vecteezy.com 3/2020 - Present

Product Manager for the Customer Experience tract of Vecteezy. I focus on our base of subscription customers ensuring they have a seamless experience utilizing our stock art content. Responsibility includes:

- . Research customer and market trends
- . Assess viability of potential product initiatives based on research and supporting data
- . Work with Product Designers, technical leads, and stakeholders to design and deliver product improvements
- . Work with Marketing team to communicate product outcomes to customers and leads

### Director of Product Operations with Quore.com 9/2019 - 1/2020

Continuously implementing processes to further Quore's effort in becoming a product-led organization

- . Championed a customer-driven product development mindset
- . Established Quore office as a space to host local tech meet-up groups to grow community and aid recruiting efforts
- . Pushed to define long-term product strategy around target markets and company goals
- . Worked with department leads to establish effective communication and process
- . Mentored and guided 4 direct reports (Product Owners and Scrum Master)

### Senior Product Manager / Product Manager with Campaign Monitor (formerly Emma, Inc.) 10/2014 - 9/2019

Led three product development areas including content creation, insights & analytics, and user & account management

- . Led content integration with Eventbrite opening up additional revenue opportunities
- . Developed aggregate reporting suite to give franchises trending insights at the franchisee level
- . Identified low reporting suite usage among highest MRR customer segment and built a plan to increase usage/stickiness in that segment
- . Furthered single sign-on integration to open up additional opportunity in higher education market
- . Defined team roadmap, goals, and metrics based on company goals and target market segments
- . Conducted research, customer interviews, guided prototypes, and gathered stakeholder feedback
- . Collaborated with Product Marketing to guide product market fit, pricing, and internal team enablement

### User Experience Designer / Front-End Developer with Emma, Inc. 04/2011 - 10/2014

- . Led UX, design, and front-end efforts for *Emma Social*, a social media marketing management and analytics platform
- . Collaborated in an effort to re-imagine the Emma product as an inflection point of growth
- . Worked in an Agile development environment with a team of other UX Designers, Developers, Graphic Designers, and stakeholders to solve problems and develop new application features

### Adjunct Professor with Middle Tennessee State University Fall 2018

Taught Interactive Design under the Graphic Design program in the Department of Art. The class covered technical and design concepts related to UX Design, including basic HTML & CSS, wireframing, and prototyping.

### Graphic Designer / Front-End Developer with TapeOnline.com 01/2005 - 04/2011

Graphic Design and front-End Web Design for TapeOnline.com e-commerce website

- . Worked with the Marketing Director to develop & design all advertising materials
- . Monthly email campaigns & landing pages
- . Banner advertisements, SEO
- . Trade show materials, self-promotion give-aways, print ads
- . Product Photography
- . Worked with a team to rebuild our custom e-commerce site from .NET to Ruby on Rails & Sass

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## Education

MFA Candidate, Graphic Design and Visual Experience  
Savannah College of Art and Design 2023

BFA in Graphic Design magna cum laude  
University of Tennessee 2002

## Scholarships, Awards, and Certifications

Scrum Alliance® Certified Scrum Product Owner® (CSPO)

Recipient of a CASE Award presented by AIGA Nashville for Snowball Fight,  
an interactive Flash game created for TapeOnline.com.

Part of a team of artists and producers which received both a Silver Telly and a Gold  
Aurora Award for the creation of Prepared to Survive, a DVD that teaches the basics  
of outdoor survival.

Part of a team of artists and producers which received both an Aurora and an Aegis  
Award for the creation of The Family Guide to Alzheimer's Disease DVD series.

DesignCenter Scholarship Award

## Volunteer Efforts and Personal Projects

American Diabetes Association  
Coordination and communications volunteer for the 2018 Tour de Cure biking event.

National MS Society  
Participated as a coordination and communications volunteer for local MS bike rides and walks, as well as  
raising funds and participating in the Jack & Back bicycle event in 2014 and 2016.

Hands on Nashville  
Volunteer worker assisting in cleaning and rehabilitating Metro Nashville Public Schools.

Hack for the Community  
Volunteer Web Designer for a "36-hour gathering of Nashville's best visual designers and software developers  
for the purpose of building technology solutions for local nonprofits."

Amateur Radio Weekly (hamweekly.com)  
Sent every Saturday to an audience of 1,000+, Amateur Radio Weekly is an email newsletter containing links  
to the most relevant news, projects, technology, and events happening in software-defined and amateur radio.

Candor Gallery (candorgallery.com)  
Candor Gallery was an OS X Dashboard Widget that provided users with a rotating display of artwork  
submitted by artists of all types. With over 1,400 unique works cycling through the widget and over 20,000  
views per week, Candor Gallery offered an always changing source of inspiration and exposure for artists  
and users.

Named "Featured Widget" on apple.com on multiple occasions.