

Sean Breaux

Mobile and Web Product Builder

Work Experience

Co-Founder & Product Lead • Skately.com. Covina, CA. 2010-Present

- Designed and managed 8 digital products including 4 iOS applications, 3 Android applications, and an eCommerce website
- Developed technical requirements, user stories, roadmaps, wireframes, and interactive prototypes for each product
- Managed the budget, schedule, and scope for initial release and maintenance
- Designed the user interface and experience (UI/UX) for each product and optimized performance with analytic experimentation and user feedback
- Scaled mobile and web infrastructure to support over 1 million users while retaining a 4.1/5 star average rating across platforms
- Designed a cloud-based API shared across mobile and web for data storage, messaging, and single sign-on with social account linking
- Designed an eCommerce platform with third party inventory integration and an automated pricing model defined by business logic
- Designed an administrative portal for reporting, order processing, returns, shipments, and content management
- Increased app revenue 112% per user by introducing virtual currency incentives, rewarded actions, and improved ad placement
- Reduced cloud computing costs 73% by analyzing traffic patterns to build autoscaling logic for database throughput
- Filed all corporate taxes, operating licenses, and trademark registrations

Co-Founder & Product Lead • Embedr.com. Covina, CA. 2008-2013

- Designed and managed a video playlist website that attracted 7 million visitors and a video player with 30 million monthly impressions at its peak
- Designed the UI/UX for web and video, integrating 18 video APIs into a single player with uniform experience and optimizing with A/B testing and user feedback
- Increased external links to 600K through unpaid third party embeds
- Assisted with negotiation and migration of assets and ownership

Web Manager & Designer • Active Ride Shop. Mira Loma, CA. 2000-2009

- Responsible for the UI/UX of an eCommerce website with \$15M in annual sales
- Designed and developed an internal project management and collaboration tool for the art, web, and marketing departments
- Managed a team of 4 graphic and web designers
- Developed 7 satellite websites for community interaction and promotions
- Managed the prepress workflow for catalogs with 3M pieces mailed annually
- Assisted with marketing campaigns, magazine advertisements, and commercials

Contact

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Education

Mt. Sierra College
Bachelor of Science
Media Design Technology
2003-2007
Magna Cum Laude honors

Skills

Product Management
User Interface (UI) Design
User Experience (UX) Design
Mobile App Development
Web Development
API Development
Database Design
eCommerce
Online Payments
Roadmapping
Visual Prototyping
Cloud Computing

Technology

Amazon Web Services
C Sharp
HTML/CSS
JavaScript (jQuery, Node.js)
NoSQL
Objective-C
PHP (MVC)
SQL

Software

Adobe Creative Suite
Flurry Analytics
Google Analytics
MS Office
Unity3D