




LOLA BRAUTIGAN (SIZEMORE)

Senior Product Manager



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Experience

- **HUNT CLUB**

Senior Product Manager July '22-March '23

- Leader of an agile platform and engagement team, responsible for building the core functionality for an early stage Talent Relationship Management software
- Launched a Slack integration, Settings page experiences and User customization tools
- Conducted user research, and road-map planning with a focus on product market fit and go-to-market strategy

- **AQUENT**

Product Manager August '19-July '22

- Developed and led a product strategy that focused on successful candidate experiences and recruitment outcomes
- Conducted data-driven UX research, strategic roadmap planning, user interviews, and usability testing, A/B Testing for an internal customized applicant tracking system
- Created user flows, site mapping, and prioritized user stories
- Lead product initiatives through end-to-end delivery within an agile UX and engineering team
- Worked closely with high level stakeholders to communicate long term vision plans and reported directly to CEO

PROJECT HIGHLIGHTS:

- Created a new text recruitment platform for faster job opportunity outreach that improved candidate response times and led to more successful placement outcomes
- Designed and built a kanban-style tool to manage candidate progression in a customized applicant tracking system

- **WAYFAIR**

Product Design Recruiter June '18-August '19

- Led team training for applicant tracking systems (Jobvite, Greenhouse) and data analytics

- **VITAMIN T/AQUENT: BOSTON, MA**

Senior Creative Talent Agent: '12-'18

- Specialized in building creative teams in visual design, UI, UX, and art direction
- Frequent presenter at design and talent hiring workshops
- Closely mentored and developed numerous employees throughout tenure

- **GARRAND PARTNERS: PORTLAND, ME**

Assistant Art Director: '09-'12

- Led strategy and designed integrated marketing campaigns for clients: Dunkin' Donuts, Baileys Coffee Creamers, Hood Dairy, Maine Jewish Film Festival, Maine Medical Center
- Winner of 2011 Hatch award, 2011 Broderson award for Design, Art Direction & Illustration



Education

- **JAMES MADISON UNIVERSITY**
BA in Media Arts and Design,
Minor in Graphic Design & Spanish Literature
Study Abroad Program: Florence, Italy for Fine Arts
- **THE CREATIVE CIRCUS**
Art Direction Graduate: Advertising and Design
- **GENERAL ASSEMBLY**
User Experience Design Program
- **HARVARD UNIVERSITY**
Professional Post-Graduate Certificate in Organizational Behavior
Highlight courses include: Leadership and change management, Team Dynamics, Conflict Negotiation

Skills

Concepting/Strategy
Roadmap planning
Design-thinking process
Resource & Project planning
User Research
Brainstorming facilitation
Branding & Identity
UX Design & Research
Visual Design

A Little More

Cyclist, ocean swimmer