

# Ted Mann Schaller

Product Design | Product Management | Social Media Marketing

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## Skills

User Research  
User Interviews  
Empathy Mapping  
Journey Mapping  
Wireframing  
Hi-Fi Mockups  
Prototyping  
Usability testing  
Motion Design  
Material Design  
Agile  
HTML  
CSS  
SQL  
R

## Tools

Sketch  
Figma  
Invision  
Principle  
Asana  
PostgreSQL  
Mode Analytics  
R Studio  
AirTable  
WordPress  
Pen & Paper  
Relentless Optimism

## Education

### Bachelors of Music

Minnesota, '13

### UX Design Immersive

General Assembly, '19

## Work Experience

### User Experience Designer, Swords to Plowshares

San Francisco, CA | 06/2019-07/2019

- Led user experience research and usability testing on a project to redesign Swords to Plowshares' website to create a better veteran experience.
- Through the framework of rapid contextual inquiry, I was able to successfully extract empathetic user insights that shaped our design decisions.

### Product Designer / Product Manager, Sensai

San Francisco, CA | 01/2018-12/2018

- Owned product design and development of A.I. powered social marketing tool for small businesses in the US and UK markets.
- Created all UI designs for iOS, Android, and web-based applications including wireframes, lo-fi mockups and hi-fi mockups.
- Sensai acquired over 30,000 customers in less than six months. Active customers were growing their social followers 198% faster than non-active customers.

### Social Media Manager, Singularity University

Mountain View, CA | 05/2017-01/2018

- Designed the daily social media marketing strategy for Singularity University, Singularity Hub and our community partners, placing the needs of our 450,000 followers at the center of that strategy.
- Created recurring social media reporting process allowing digital engagement team to iterate and design better strategic campaigns.
- Visualized our social media data through SQL and Tableau to allow us to design more informed social media marketing strategies.

### Digital Content Manager, San Francisco Opera

San Francisco, CA | 03/2014-03/2017

- Led a 16 person content team in the execution of our social media strategy over eight different platforms.
- Ideated, validated and redesigned the social media content creation process resulting in a 65% increase in content reach.
- Collaborated with a third party web design firm on a redesign of the San Francisco Opera website, launched in August 2015.