

# Mark Hurty

## EducationSuperHighway

San Francisco, CA  
2016 - present

## Senior Product Manager | Product Owner, Compare & Connect K-12

- Led product redesign of EducationSuperhighway's key public facing application.
- Responsible for strategy and product vision and user centered design in an Agile environment, including data research and analysis, writing user stories and acceptance criteria, and continuous user testing.
- Communicate strategy/vision to CEO/operating team, engineering team, internal and external stakeholders.
- Implemented Zendesk customer support and Pivotal Tracker project management platforms to facilitate and track and manage user feedback and engineering process management.
- Configure, manage and monitor Google Analytics and Google Tag Manager

## Teach For America

San Francisco, CA  
2012 - 2016

## Managing Director, IT Solutions

- Led design and development of TFA's performance management platform.
- Collaborated with business stakeholders on the Teacher Leadership Development team to develop product strategy and roadmap, and manage the rollout of the new platform to all 28 of TFA's regions.
- Communicated with senior management about platform priorities, resource allocation, risks.
- Managed the successful rollout Google Apps for Education to 50,000 corps members, alumni, and staff.

## Oakland Unified School District

Oakland, CA | 2010 - 2012

## Special Education Teacher :: Edna Brewer Middle School (Teach For America corps member)

- Crafted customized curriculum, engaging and leading a cohort of students to significant growth in math and English language arts.
- Deployed a collaborative online tool to facilitate progress tracking of special education students in their general education classrooms.

## Self Employed

### & Principal Designer at Medicineman Product Design

San Francisco, CA | 1995 - 2010

## Product Designer

- Led strategic design projects and guided enterprise clients transitioning from legacy to web based systems.
- Research and analyze the client's market to fully empathize with the design problem.
- User testing, heuristic analysis, user experience (UX) and user interface (UI) design.

**Representative Clients:** Netscape :: HP :: Intel :: Adobe :: Sun Microsystems :: Stanford University

## Augustana College

Rock Island, IL

## Guest Director

- Directed and coached student actors in theatrical productions.
- Managed and led the production team of faculty designers and technicians.

## Music@Menlo

Menlo Park, CA

## Web Developer

- Manage digital experience and customized web interface for online ticketing system.

## Daytrotter

Rock Island, IL

## Co-Founder, Web Developer, Designer

- Created a destination for indie musicians with a focus on recording and distributing live sessions to a nationwide audience.

## Montpellier Vineyards

Ceres, CA

## Sales and Marketing Manager

- Managed wholesale distribution sales force in Northern California.

## Alta Bates Medical Center

Berkeley, CA

## Manager, Corporate Development & Public Relations

- Led a major brand identity update and supervised redesign of all marketing collateral.
- Designed and produced educational publications, advertising, and In-house video.

## KFRC Radio

San Francisco, CA

## Reporter, Writer, Producer

- Research, write and produce news stories for morning drive programming.
- Supervised 12 independent program producers and managed KFRC's public affairs programming.

## Pacific Theatre Ensemble

Los Angeles, CA

## Founding General Director

- Articulated vision, strategy, and founding principles of this non-profit theatre company.
- Led a large ensemble of actors and theatre artists in a creative collective action.

## Education

**American Conservatory Theatre** :: San Francisco, California (MFA Program)

**Western Illinois University** :: Moline, BA interdisciplinary studies, writing emphasis. GPA: 4.0

**University of California** :: Berkeley (Rhetoric)

## Awards

**Webby** :: Official Honoree, *Daytrotter.com*.

**Esquire Magazine/Mini-ESKY** :: Best Free Live-Music Site, *Daytrotter.com*

**National Education Film Festival** :: First place, "Where do the Children Play?"

## Languages | Platforms | Tools Gallup Clifton Strengths Finder

SQL :: PHP :: HTML :: CSS :: JavaScript | Slack :: PivotalTracker :: Zendesk | Adobe CreativeSuite :: Google Suite  
Strategic :: Ideation :: Relator :: Connectedness :: Adaptability

565 Bellevue Avenue :: Oakland, California 94610 :: 510.604.0592 :: mark@hurty.net