

Hill McLaughlin

Agile Strategist & UX Innovator

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ABOUT ME

Agile Product Leader and UX Designer with 10+ years of experience driving cross-functional collaboration and delivering elegant, user-first solutions. Known for blending creative design thinking with data-driven decision-making to solve complex product challenges and accelerate adoption. Passionate about building intuitive experiences that align with strategic goals and exceed user expectations.

EMPLOYMENT HISTORY

Senior Product Manager, Odyssey Systems

Jul 2023 - Sep 2025

- Led a SaaS product development team to reduce technical debt to accelerate cycle time by 20%.
- Prioritized high-impact features to improve user journeys, driving a 50% increase in adoption.
- Analyzed user data to identify value-adding features and determine overall product direction.
- Presented data-driven reports with actionable insights that aligned strategies and mitigated risks.

Product Designer, Odyssey Systems

Nov 2021 - Jul 2023

- Designed solutions to defined user problems that increased user satisfaction (CSAT) scores by 40%.
- Synthesized user research to create role-based personas that enhanced value delivered per role.
- Led interviews and usability tests to identify pain points and contributed solutions to over 60 releases.
- Produced and presented training content to facilitate feature adoption that fortified the user base.

Application Developer, CutieBoard® Charcuterie Simulator

May 2021 - Jul 2021

- Solo-Developed full application and published to IOS mobile and tablet platforms.
- Created all digital assets, artwork, and copy, ensuring a cohesive and engaging user experience.
- Managed initial app launch and targeted social media marketing, resulting in user adoption growth.

Director of Research & Development, Melville Candy

Apr 2009 - May 2021

- Led the end-to-end design and development of over 500 unique SKUs, resulting in business growth.
- Designed flexible sales presentation materials that promoted trend-driven, high-performing products.
- Developed and maintained an ERP database that streamlined cross-departmental workflows by 70%.
- Matured quality assurance standards and practices to align with manufacturing contract requirements.

EDUCATION

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| • Certified ScrumMaster (CSM), Scrum Alliance | Sep 2025 |
| • AWS Cloud Practitioner, AWS Online | May 2024 |
| • Google UX Design Certificate, Coursera | Sep 2021 |
| • Claris Database Design & Development, The Support Group | Feb 2015 |
| • BFA Graphic Design, Mass College of Art & Design | May 2003 |

SKILLS

Agile: Scrum Facilitation, Jira, Kanban, Coaching Best Practices, CAB, Documentation, Forecasting

UX Design: Figma, Product Identity, Personas, Operational Prototypes, User Research, Usability Testing

Production Design: Adobe Creative Suite, 3D Printing, Packaging Design, Video Editing & Compositing

Data Libraries & Automation: AI, Scripting, GitLab, Claris, ServiceNow, AWS, SharePoint, Power Platform

Analysis & Strategy: Data Relationships, Audits, Metrics, Power BI, Excel, Looker, CMS, E-Commerce

Presentations & Training: PowerPoint, Stakeholder Engagement, Client Liaison, Technical Translations