



IAN STARK

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SOFTWARE

Adobe Creative Suite
WordPress / Webflow / Drupal
Tableau / GA4 / Looker Studio
Figma / Sketch / Rover
Wrike / Jira

EDUCATION

BA IN GRAPHIC DESIGN
Seattle Central College
Fall 2017 - Spring 2019

BA IN JOURNALISM & PR
Western Washington University
Fall 2009 - Spring 2012



PROFESSIONAL SUMMARY

Results-driven digital product leader with extensive experience in user experience design, consumer engagement, and cross-functional team leadership. Proven track record of delivering innovative digital products that drive revenue growth and enhance user experience. Strategic thinker skilled in translating business requirements into product features that solve consumer problems while achieving organizational goals. Experienced in managing full product lifecycle from conception to market launch and optimization.



EXPERIENCE

PORTLAND TRAIL BLAZERS

Director of Digital Products | May 2023 - Present

- Lead a team of three professionals responsible for all digital product offerings, overseeing the full product lifecycle
- Develop consumer-centric product strategy driving measurable business outcomes across multiple platforms
- Launched a direct to consumer streaming service that saw over 8,000 new users in the first year
- Managed the development and design of a new single game ticket page that helped lead to an additional \$2.5 million in revenue compared to the previous year
- Led the RFP process for a new concession POS system for the Rose Quarter Campus
- Implement data-driven processes to prioritize product features based on consumer needs and business impact
- Collaborate with executive leadership to align digital strategy with organizational objectives

Senior Digital Product Manager | September 2021 - May 2023

- Developed comprehensive product roadmaps and executed against strategic priorities based on consumer feedback and business requirements
- Managed the migration of our team site to a new WordPress instance - Currently receives over 450,000 views per month
- Launched a completely rebuilt concert and events website - Currently receives over 500,000 views per month
- Launched a membership platform for fans that saw over 90,000 new fans added to our database within the first two years
- Collaborated on a microsite build for the launch of the Trail Blazers new G League team the Rip City Remix.
- Created and implemented user testing methodologies to identify pain points and optimize user experience
- Collaborated with analytics team to establish KPIs that informed product decisions and measured success
- Successfully managed stakeholder relationships across multiple business units to align on product priorities

Digital Innovation Manager | October 2020 - September 2021

- Managed digital innovation initiatives focusing on fan engagement and revenue generation
- Designed and implemented digital solutions for business challenges across multiple departments
- Collaborated with development teams to optimize technical implementation of digital products

Digital Design Intern | December 2019 - October 2020

- Supported the digital team with design and development of web and app assets

KILLER VISUAL STRATEGIES

Marketing & Public Relations Manager | August 2014 - March 2016

- Drove company brand marketing strategy, customer experience, and competitive analysis
- Collaborated with Creative, Sales, Content, and Executive teams on brand campaigns, aligning marketing activities with revenue goals and product development
- Led marketing KPI goal setting, campaign analysis, and optimization planning
- Managed email marketing program, including template design, copywriting, and A/B testing
- Led launch of company ecommerce store, including marketing planning, goal setting and performance analytics
- Achieved 23% average email marketing campaign open rate and 4% email marketing conversion rate



SKILLS & EXPERTISE

Product Management: Product roadmapping, feature prioritization, stakeholder management, A/B testing, user research

Consumer Experience: UX/UI design, consumer journey mapping, usability testing, consumer insights

Digital Strategy: Digital transformation, emerging technologies, product analytics, KPI development, conversion optimization

Leadership: Team management, cross-functional collaboration, strategic planning, stakeholder communication