

Bryce Evans

www.bryceevans.com

brycedevans@gmail.com - 214.449.0419

Product Management with an Emphasis on UI/UX Design

I'm Bryce Evans, a Product Imagineer and small business owner from Dallas, Texas. I have a passion for designing products using technology and experiences to find simple, yet effective solutions to complex business problems. I have spent the last 6 years designing digital marketing software for the Automotive Industry, and I am excited about how interactive design is intersecting web, mobile, social, and other forms of media.

- Product Management
- Project Management
- Client Management
- Market Research
- Competitive Analysis
- Marketing Collateral
- Pricing Strategy
- Proposal Development
- Product Design
- Agile Development

Objectives

- Use cutting edge technology to create innovative business solutions.
- Optimize user engagement and experience by using effective design strategies.
- Align the product vision and roadmap with business needs and goals.
- Utilize vendor relationships and partnerships to integrate with new technologies.

Experience

Dealertrack Technologies

Oct 2012-Present

Product Manager – Oct 2012-Present

As part of the Dealertrack/ClickMotive acquisition I was retained to integrate Dealertrack's digital retailing services including SmartFind, PaymentDriver, and FinanceDriver into the ClickMotive suite of products that now make up the Dealertrack Interactive solution.

ClickMotive

Dec 2007-Oct2012

Product Manager – Dec 2009-Oct 2012

Was responsible for planning and marketing the Fusion suite of products. Includes gathering and prioritizing product requirements, defining product vision and roadmap, and working closely with technology to deliver award-winning features. It also includes working with sales, marketing, and support to ensure revenue and customer satisfaction goals are met. We currently have over 3500 automotive dealers nationwide on our platform including AutoNation, who is the number one Auto Group in the country, and OEM endorsements from Acura, Toyota, Scion, Ford, and Lincoln.

Account Manager – Jan 2009-Dec 2009

Managed a team of 3 people that maintained over 400 Toyota and Scion websites. Interacted with clients daily to increase brand awareness, conversion, sales, and visibility. Collaborated with Gulf States Marketing to maintain a support roadmap as well as worked with Product and Project Management to integrate that into the ClickMotive development cycle.

Senior Account Executive – Jun 2008-Jan 2009

I maintained relationships with over 150 Ford dealerships to understand the clients overall objectives and marketing goals. Implemented and maintained online marketing initiatives including Web, Mobile, SEM and SEO, and served as a point of escalation for issues or activities that the client encountered while utilizing the ClickMotive product suite.

Account Executive – Dec 2007-Jun 2008

Managed Google, Yahoo and Bing search engine marketing campaigns for 100 automotive dealers and dealer groups. Was responsible for bid management, collecting and analyzing Google Analytics data, tracking conversion rates, performing cost analysis and evaluating marketing tools to develop an effective SEM strategy for each client.

DezineSolutions

Jun 2007-Jan 2009

Freelance Web Designer – Jun 2007-Jun 2008

Was responsible for the planning, design, and implementation of a complete website. Designed with standards compliant code with emphasis on compatibility, accessibility, and search engine optimization. Also developed and reinforced company's brand identity by creating brochures, case studies, print advertising, email promotions and online marketing.

Technical Qualifications

- Proficient in the use of Windows and Macintosh Operating systems
- Adobe Photoshop, Illustrator, InDesign, Fireworks, and Media Encoder
- Microsoft Word, Excel, PowerPoint, Outlook, Project, and Visio
- Efficient in using wire framing tools to build out comps and prototypes
- Working knowledge of Adobe Flash, Adobe Dreamweaver, HTML, and CSS

Education and Honors

STEPHEN F. AUSTIN STATE UNIVERSITY, Nacogdoches, Texas

Bachelor of Fine Art in Digital Media, with a minor in Advertising Design – Dec 2007

Member of the National Scholars Honor Society

Who's Who Among American College Students

National Deans List: Fall 2005, Spring 2006

National Presidents List: Fall 2006