GREGORY ORTON

[address redacted] | +86 [redacted] | [email redacted]

Profile

Product manager with 8 years experience in the language education industry developing and prototyping products and product features including desktop and mobile applications. Uses technology to provide flexible, engaging and effective products to language learners. Able to deliver projects efficiently and satisfy end-users with useable, delightful software.

Areas of expertise

- Stakeholder-centric product design approach
- Creative problem solving skills
- Good communicator, able to explain difficult concepts simply
- Strong front-end development and design (UI/UX) skills
- Agile methodologies and related tools
- Detail oriented and accuracy focused in writing and editing of English documents
- Versatile bridge working with technology and people in different domains

- Content management systems (CMS) solution design
- Native English speaker, intermediate Chinese language levels
- Expert producing accurate, easy-to-understand project and technical documentation
- Expert in Second-language learning and teaching
- Proficient presenter
- Team leader who motivates peers and management with enthusiasm and drive for excellence and quality

Relevant work experience (further details available on request)

Product manager   November 2016 - Present
EF Education First - Shanghai, China
- Gather requirements from from a cross-functional group of stakeholders, developers, project managers, and teachers for content management systems. Research, ideate, prototype, test, and deliver product features. Successfully delivered cloud services for importing PPTX materials into HTML classroom used by 3000 teachers worldwide with 99.9% uptime and guaranteed delivery within 15 minutes.
- Built and delivered high-usability, searchable CMS for managing learning materials in online classroom used by all of EF's teachers and 350,000 students worldwide.
- Researched and selected candidate systems from landscape of LMS, CMS, and Authoring tools for replacing legacy systems to provide the next generation of learning content creation for all of EF's adult online content resulting in 50% improvement in efficiency (staff costs and time spent) allowing resources to be better spent in other areas.
- Developed internal tools for managing a book of freelancers using emerging web technologies resulting in an app that allows any company team to add freelancers, add work experience, and use the app to find the best fit freelancer for their next project. This results in 1-2 weeks faster selection and recruitment of freelancers when ramping up projects.
- Document and publish reference specifications for product features for writers and production teams on company internal wiki. Results in reliable, faster delivery of software as whole team is aligned on requirements and ideas.
- Manage team of 2 general developers using agile methodologies, developing a self-organizing team who have more focus on end-user experience rather. Reported as 'the best product manager the content team has ever had.'

Academic Product Designer   November 2013 - Present
EF Education First - Shanghai, China
- Receive requirements from stakeholders then research, ideate, prototype, test, and deliver product features for web and mobile apps. Resulted in asynchronous speaking challenge and teacher assessment system, new mobile app templates for reading and writing skills and sequencing templates for dialogues and sentences.

- Write and edit authentic, engaging content for digital self-study school and teacher-led online class environment, used by more than 350,000 active students worldwide. Includes rewrite of General English course for mobile and web, resulting in student NPS scores flagging content as the number 1 reason that they would recommend our school.
- Develop internal reference websites for writers and editors for style guides, document libraries and template specifications, reducing training effort for freelancers.
- Document and publish reference specifications for product features for writers and production teams on company internal wiki. Resulted in house rules website is used by all academic staff for style references with commendations on usability.
- Work with project manager to estimate task effort and run risk assessment trials to validate estimates.

Centre Education Manager
April 2010 - November 2013
EF Education First - Guangzhou, China
- Manage and administer a team of 10 TESOL teachers from varying backgrounds and experience levels.
- Develop staff using situational management and mentoring and coaching techniques resulting in promotion and secondment of three team members to higher positions within organisation.
- Manage class availability and scheduling to meet fluctuating demands of an ever-changing student base, resulting in successful centre resource utilisation as measured by key KPIs.
- Create, test, and deliver demo classes enabling sales and marketing to book more sales consultations in centre resulting in a month-on-month increase in closed sales.

Systems Administrator
April 2006 - April 2008
Clarify Solution Selling - Reading, United Kingdom
- Administer salesforce.com accounts for more than 10 different customers, including customisation, reports and technology integration.
- Set up and maintain local network and connected systems - 50 workstation PCs, an email and file server, several printers and two connected projectors.
- Train non-technical staff in key areas, including use of productivity apps and SaaS solutions, resulting in measurable decrease of 30% in support cases and increased productivity.

Education

Front-end development certificate
April 2016 - November 2016
freecodecamp.com

Bachelor of Computer Science (Honours)
October 2002 - December 2006
The University of Reading, United Kingdom

Technical Skills

- React.js and associated technologies
- Javascript, JQuery, front-end web apps
- HTML5 technologies (Web API, SVG etc.)
- CSS and CSS frameworks (Bootstrap, Materialize, SCSS)
- Prototyping (Sketch, Framer Studio, Balsamiq, Figma)
- Design tools (Adobe Photoshop & Illustrator)
- Agile and project management tools (JIRA, Confluence, Trello)
- Charting tools (Omnigraffle, Visio)
- Web servers and networking (DNS & routing, email, Apache, Active Directory & file servers)
- NodeJS, NPM and Gulp build tools
- Pug HTML template engine
- CMSs (Wordpress, Moodle, Firebase, Contentful)
- GIT and Github code control and versioning
- Object-oriented and MVC design methodologies