



# Jesse Rice-Evans

EdTech Product Manager

(she/her and they/them)

✨ With over 5 years of product management experience with OpenLab, I've honed my skills in research and development, project management, and insights delivery to stakeholders. I'd love the opportunity to bring my strengths to your organization! ✨

- 25+ conference presentations
- over 100 creative and professional published writings

☎ 910-622-3922

✉ [jessriceevans@gmail.com](mailto:jessriceevans@gmail.com)

🏠 Brooklyn, NY

in [Jesse Rice-Evans](#)

## SKILLS:

### TECHNICAL:

- HTML/CSS
- UX/UI design + research
- Blockchain/web3
- Google Analytics
- Adobe suite
- WordPress
- Productivity software
- MS Suite
- RDBMS
- Network Administration
- Cybersecurity
- Quantitative Analysis
- Agile Methodology
- Digital Accessibility
- Product Dev Life Cycle

### INTERPERSONAL AND PROBLEM SOLVING:

- Systems Thinking
- Public Speaking
- Leadership
- DEIA Training
- PMP-Certified Project Manager
- Research Synthesis
- Written Communication
- Analytical Communication to Non-Technical Stakeholders
- Unconscious Bias Training
- Design Thinking
- Higher Education

## EXPERIENCE:

**Senior Product Manager (OpenLab)**, *CUNY School of Professional Studies*, October 2022 - present

- **Product lead for open-source higher education digital community SaaS:** overseeing product development processes, developing functional prototypes, identifying KPIs and pain points using Google Analytics, and collaborating on product management and development, including design, UI, UX, and implementation
- Manage a publicly-funded project budget of \$250k
- Implemented Agile development framework
- Manage a team of 2 staff and over 10 contractors; coordinate with technical and digital teams at 3 other CUNY campuses and build and maintain working relationships with engineers, developers, vendors, early adopters, and major stakeholders
- Perform regular testing for software updates and releases, WordPress functionality, plugin functionality, and accessibility, managed bug tracking, and ticket reporting to developers
- Author product documentation including screencasts, audio instructions, and interactive workshop materials

**Senior Digital Product Manager**, *OpenLab at City Tech*, August 2019 - Oct. 2022

- **Product manager for urban public college digital community SaaS:** collaborated with developers, instructional designers, and department administration to integrate functional tools.
- Used HTML, CSS, PHP, Javascript, and other technical languages to address user concerns.
- Created multimedia documentation, including screencasts, audio instructions, and interactive workshop materials focused on curriculum design for distance learning and digital pedagogy
- Performed quarterly testing for software updates and releases, WordPress functionality, and plugins; managed bug

tracking and ticket reporting to developers using Basecamp and Redmine

**Product Manager**, *OpenLab at City Tech*, May 2018 - August 2019

- Provided in-person and asynchronous support to faculty, staff, and student members on WordPress, BuddyPress, course architecture, accessibility, and others;

**Digital Curriculum Designer**, *City College of New York*, August 2016 - June 2018

- **Designed and implemented over a dozen unique e-learning products**
- Conducted secondary research to develop curricula for ~700 students across 13 undergraduate courses
- Log student feedback and provided customized recommendations to optimize learning thus significantly influencing curriculum design
- Facilitated group discussions with ~875 students using customized presentations, visual aids, and breakout sessions
- Facilitated over two dozen faculty workshops
- Evaluated student performance and instructional effectiveness by monitoring GPA and qualitative feedback
- Performed testing for software updates and releases, WordPress functionality, and plugins
- Managed bug tracking and ticket reporting to developers using GitHub, Jira, Asana, and others
- Collaborated with developers, instructional designers, and department administration to implement new curriculum designs
- Increased departmental enrollment and revenue each semester

**Clinical Product Manager**, *Freelance*, April 2012 - August 2016

- **Product lead and manager for client-facing complex medical management consulting agency**
- Developed and managed client-facing health tracking applications
- Extensive knowledge of insurance and medical compliance and standards, including HIPAA
- Conducted UX and market research using qualitative methodologies, e.g. interviews, focus groups, scientific literature review
- Facilitate cross-team collaboration to develop appropriate care plans
- Perform research using peer-reviewed databases in order to develop recommendations for clinical complex illness management
- Directed UX and design to improve communication between patient and medical team, resulting in up to 60% QOL and care improvements for over a dozen clients

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## EDUCATION:

**DOCTORATE of PHILOSOPHY,  
Digital Humanities**

CUNY Graduate Center  
Exp. 2024

**MASTERS of PHILOSOPHY,  
Rhetoric**

CUNY Graduate Center  
2020

**BACHELORS of ARTS,  
English**

UNC Asheville