

## ARLEN BITSKY

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### EXPERIENCE

#### Link-Systems.com

New York, NY

##### Product Manager and Designer

2014-2017

- Product owner and UX/UI designer for ComFit.com, an assessment and personalized learning solution and MyAcademicWorkshop.com, an adaptive assessment and placement system for college math.
- Led Agile efforts with weekly scrums, research and data analysis, managed content development team of 2, and produced requirements, stories, wireframes, prototypes, specs, and documentation.
- Tripled relationship with large online university in 1 year helping company achieve 3-year growth of 102%.
- Developed API integrations across internal products to land contract with Verizon.
- Fostered customer loyalty starting with implementation and training calls leading to 96% renewal rate.
- Redesigned navigation and student homepage leading to a 100% decrease in support tickets about assignments.
- Led cross-functional team to develop Beta of a new interoperable, mobile-friendly, and accessible software product to compete with publishing companies.

#### ComFit.com

Westport, CT

##### Principal Product Manager

2011-2014

- Product owner and engineering manager, leading the entire product development cycle.
- Launched 2 K-12 focused e-learning products for the New York City Public Schools, to assess thousands of students in math and writing.
- Launched high school equivalency program in NY as exclusive e-learning partner provider.
- Redesigned student assignment environment increasing completion by over 20%.
- Project managed the development, and recording of 1,300 audio lessons to boost accessibility.
- Hired team of 3 content developers and overhauled CMS to accommodate Common Core Standards opening up new markets.

#### LiveMind.com

Westport, CT

##### Intern

Summer, 2011

- Grew social media following 200% in less than 3 months with original content and advertising.
- Analyzed and collected market data for investor pitch deck and business plan.
- Authored all press releases and blog posts.

#### StudyBuddyU.com

Westport, CT

##### Founder

2010-2011

- Designed and developed website and database and matching algorithm with another student using PHP and HTML.

### PROJECTS AND PROFICIENCIES

#### Projects

- Designer and Project Manager (Pro bono) for MoMA PS1 Young Architect Program: Designed lighting and UX for the [winning installation piece](#) that served as the centerpiece for the museum's summer-long concert series.

#### Proficiencies

- Agile Development, Usability Testing, UX, SQL, Data Analysis, HTML and CSS, Jira, Axure, InVision, Adobe Illustrator, User-Centered Design, Documentation, Salesforce, Ethnography, Task/User Flows, Prototyping, Excel.

### EDUCATION

#### New York University

New York, NY

##### Master of Arts; Major in Digital Media Design for Learning, Concentration in software design

2014-2017

- Thesis: Designed and then launched a Web-based science notebook collaborating with the TELS research group at UC Berkeley for the [WISE open source online learning project](#) to support STEM learning.
- Coursework: UX, UI, cognitive science, interaction design, instructional design, IA, ethnography, and Web design.
- Co-Organizer of alumni events organization.
- GPA: 3.82

#### Clark University

Worcester, MA

##### Bachelor of Arts; Major in General Psychology, Minor in Entrepreneurship

2006-2010