

# Irene Shen

<http://www.ireneshen.com>

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## EXPERIENCE

### **TechStylish, Fremont, CA — Owner**

September 2010 - PRESENT

Owner and operator of a boutique web consulting and web production company specializing in improving usability, ongoing web administration, and social media management for small business, individual, and nonprofit clients.

#### Recent Projects:

Reyespedatric dentistry.com  
Funmothersclub.com  
Crossfitph.com

AsamNews.com  
Oliveirapta.org  
Crippsmasplace.org

### **ZipRealty, Emeryville, CA — Director of Product Management**

May 2007 - September 2010

Launched and managed ZipCommunity, an online community and forum for consumers and ZipRealty agents.

Lead across the full product lifecycle of website applications, including concept, specification, design, launch and maintenance phases.

Identified and analyzed new opportunities to improve and enhance ZipRealty.com website.

Collaborated in a cross-functional team with marketers, interaction designers, and engineers to define and gather requirements, and implementing projects with a focus on business priorities; Work with the senior management to develop and prioritize product roadmap and strategy.

Worked with tools such as Omniture, design and A/B and multivariate testing to gather intelligence.

### **IGN/Fox Interactive Media, Brisbane, CA — Project Manager**

May 2005 - March 2007

Created daily reports to Directors and CTO, created requirements documents, facilitated meetings, drafted functional requirement, tested and documented web applications.

Managed production and UI project stages from conception to launch, including project support, usage reporting, project compliance and conflict resolution. Developed procedures and monitor project effectiveness to ensure effective post launch.

## EDUCATION

B.A. International Relations  
& Economics

Claremont McKenna  
College  
Claremont, CA

## SKILLS

Red Cross Adult &  
Pediatric CPR/AED First  
Aid Certified

ACE Certified Personal  
Trainer (w/ special  
certification in fitness  
nutrition and youth  
fitness)

Interior Design Institute  
Interior Design  
Certificate

Hootsuite Social Media  
Certified

Human Factors Certified  
Usability Analyst

## LANGUAGES

Fluent Mandarin  
(written and spoken)

French (conversational)

## VOLUNTEER EXPERIENCE

Board Member  
(President, Membership  
Coordinator, Website  
Administrator), FUN  
Mothers Club

**Wine.com, San Francisco, CA — *Web Producer***

September 2004 - March 2005

Facilitated the technical and content objectives for all website related programs for the E-tailer. Responsible for scoping projects, communicating with idea originators and the development team, and managing these projects from inception through completion.

Developed documentation for operations and processes, as well as recommendations for future strategy and best practices.

Communications Chair,  
Oliveira Elementary PTA

Facilities Advisory  
Committee Member,  
Fremont Unified School  
District

Measure I Oversight  
Committee Member,  
FUSD

**Oracle Corporation, Redwood Shores, CA — *Sr. Web Producer***

December 2000 - December 2003

Advanced to assume responsibility for managing production of Oracle homepage and site redesigns. Position encompassed coordinating international websites for Oracle Worldwide Marketing, managing support tickets and webmaster correspondence, handling website migrations, supervising promotional web campaigns, conducting usability and accessibility training, performing user acceptance testing, coordinating trade show schedules, identifying and troubleshooting software defects and writing a column for Oracle magazine.

Developed innovative HTML templates in foreign languages, applying Unicode standard and utilizing multi-byte character sets.

Created and managed production processes and user guidelines for Oracle proprietary content management system.

Led large-scale globalization project and centralized 57 international websites, facilitating maintenance and administration.

**Petopia.com, San Francisco, CA — *Producer***

June 2000 - November 2000

**CNET Inc, San Francisco, CA — *Associate Producer***

March 1999 - June 2000

**Credit.com LLC, San Francisco, CA — *Content Producer***

March 1998 - March 1999